DEMI-GODS

APRIL-MAY ONE DOLLAR

DEMI-GODS

VOLUME 1 *April-May 1966* *NUMBER 2*

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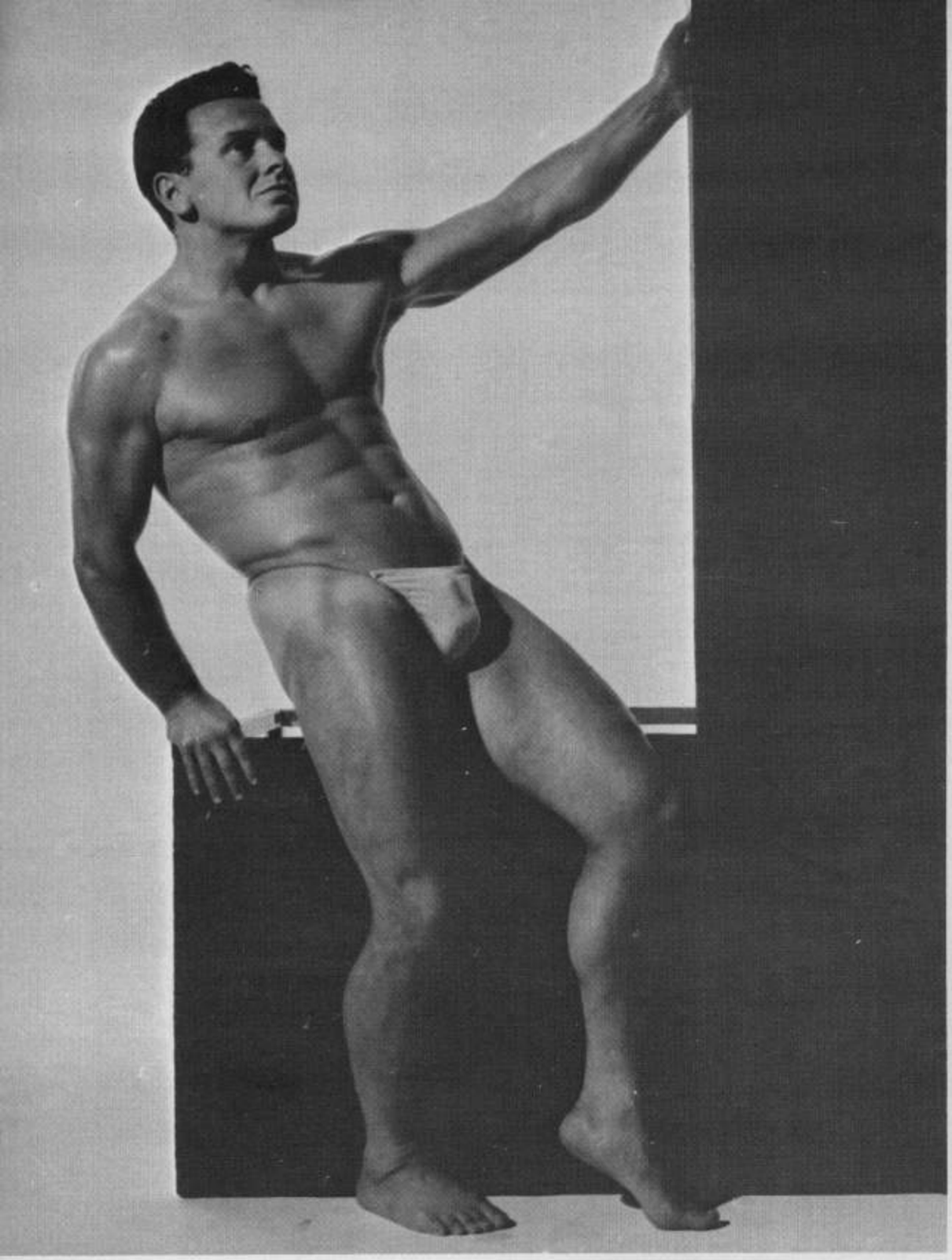
KEITH LEWIN and PHIL LAMBERT (Western Photography Guild)

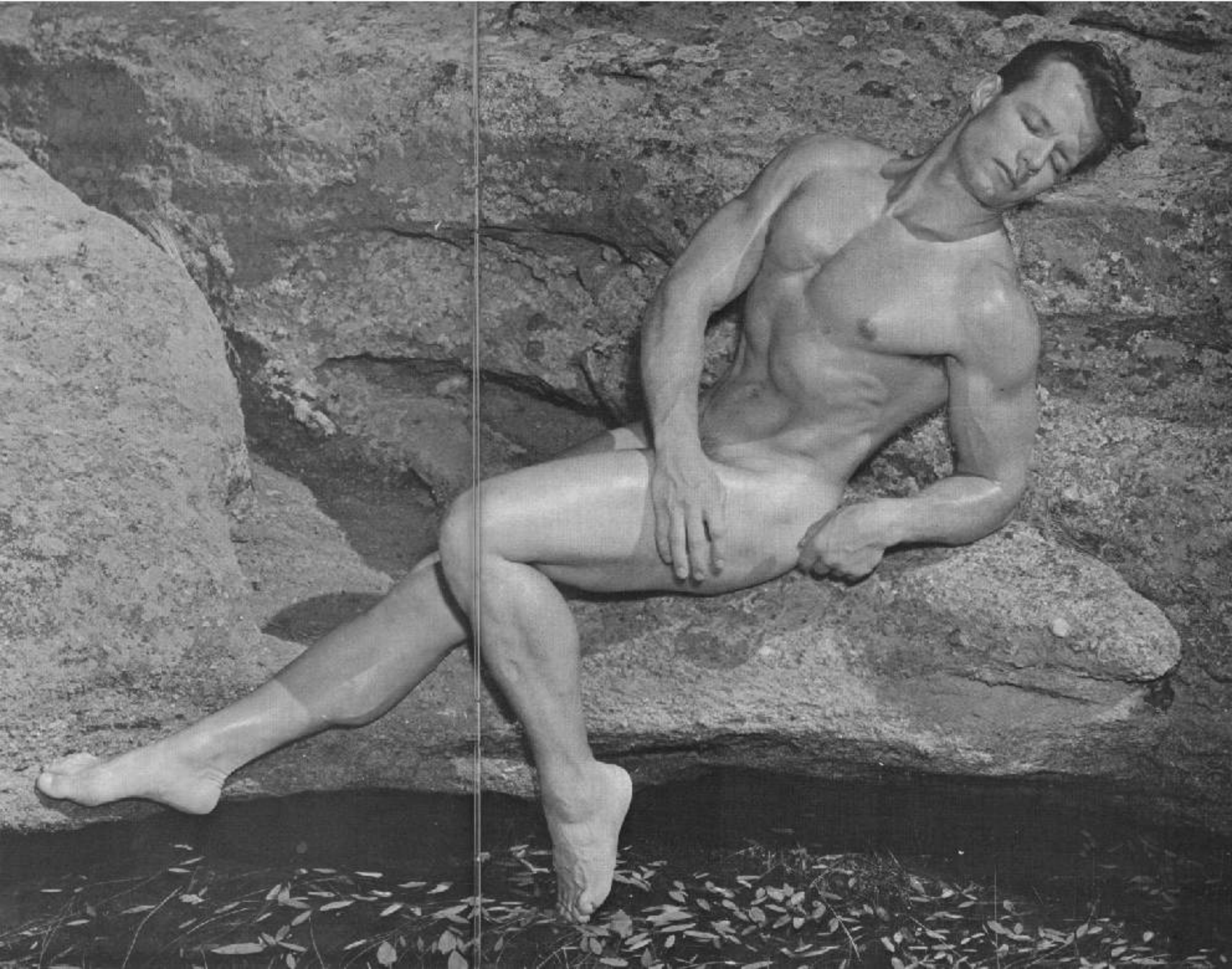


Usually we think of English bodybuilders as being on the tall and rangy side (with the notable exception of herculean Reg Park), hence it comes as a distinct surprise to find in our mail these striking photographs of Steve Jenkins, a builty from blighty who is as massively constructed as the Tower of London, albeit a mite shorter. Scott of London is the photographer, and the stark simplicity of this angular black-and-white setting shows off the Jenkins brawn at its rugged best.

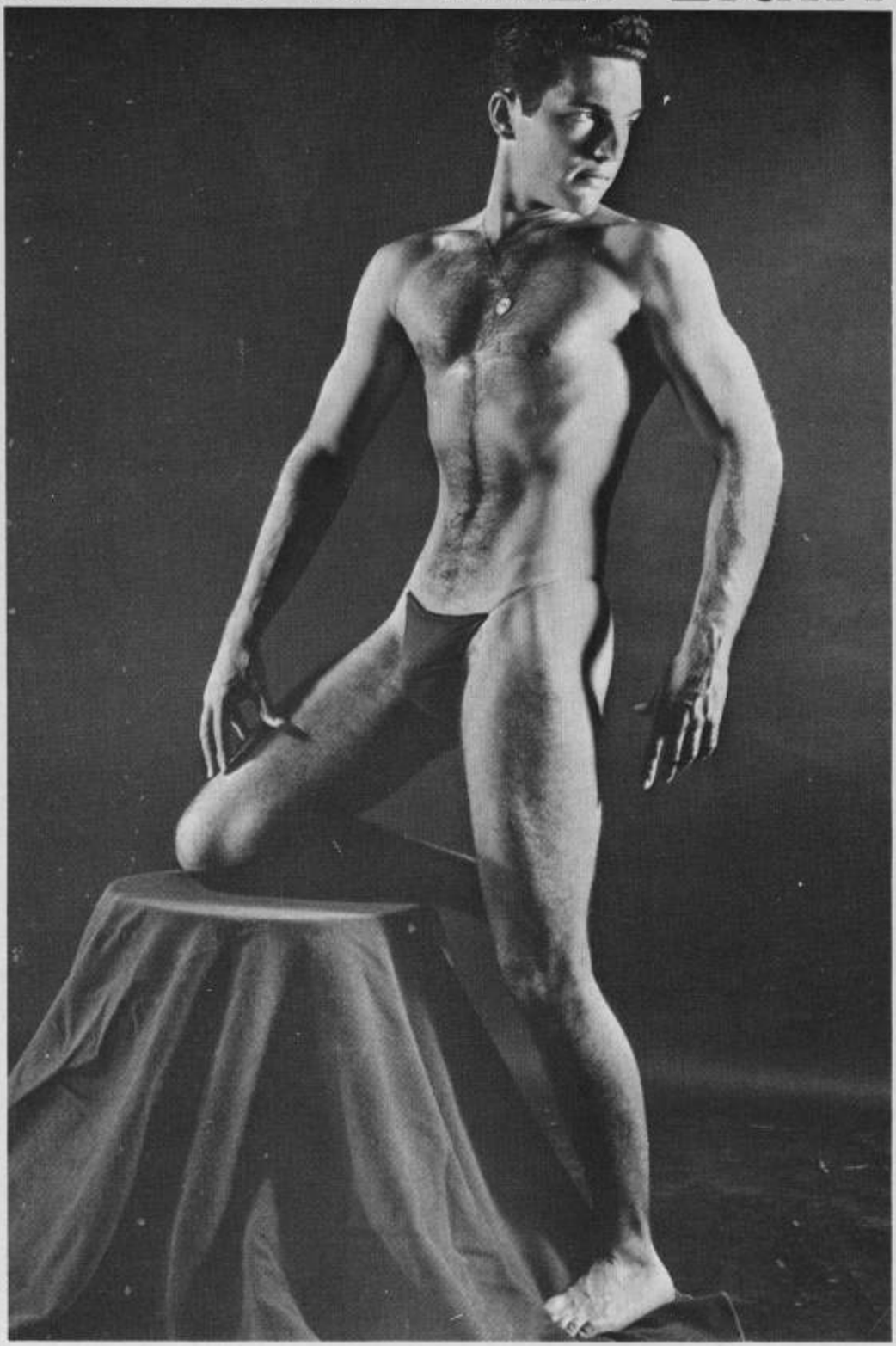
Muscles by the inch . . .
Brawn by the pound!

The distinguishing characteristic of the unforgettable photography of Western Photography Guild is a two-fold one: the model is invariably a superbly-developed athlete and, paradoxically, when he poses it is done with an almost lyrical grace that —to some—may seem at variance with the usual muscle-magazine material. But this posing is totally natural, never forced, which is why a major miracle occurs when a WPG model steps before the camera. Like Keith Lewin, shown here. Keith is well over six feet tall . . . he's powerful muscle right through to the bone . . . yet these simple poses reveal his almost aural harmony of line, proportion, and grace.

Keith in Retrospect



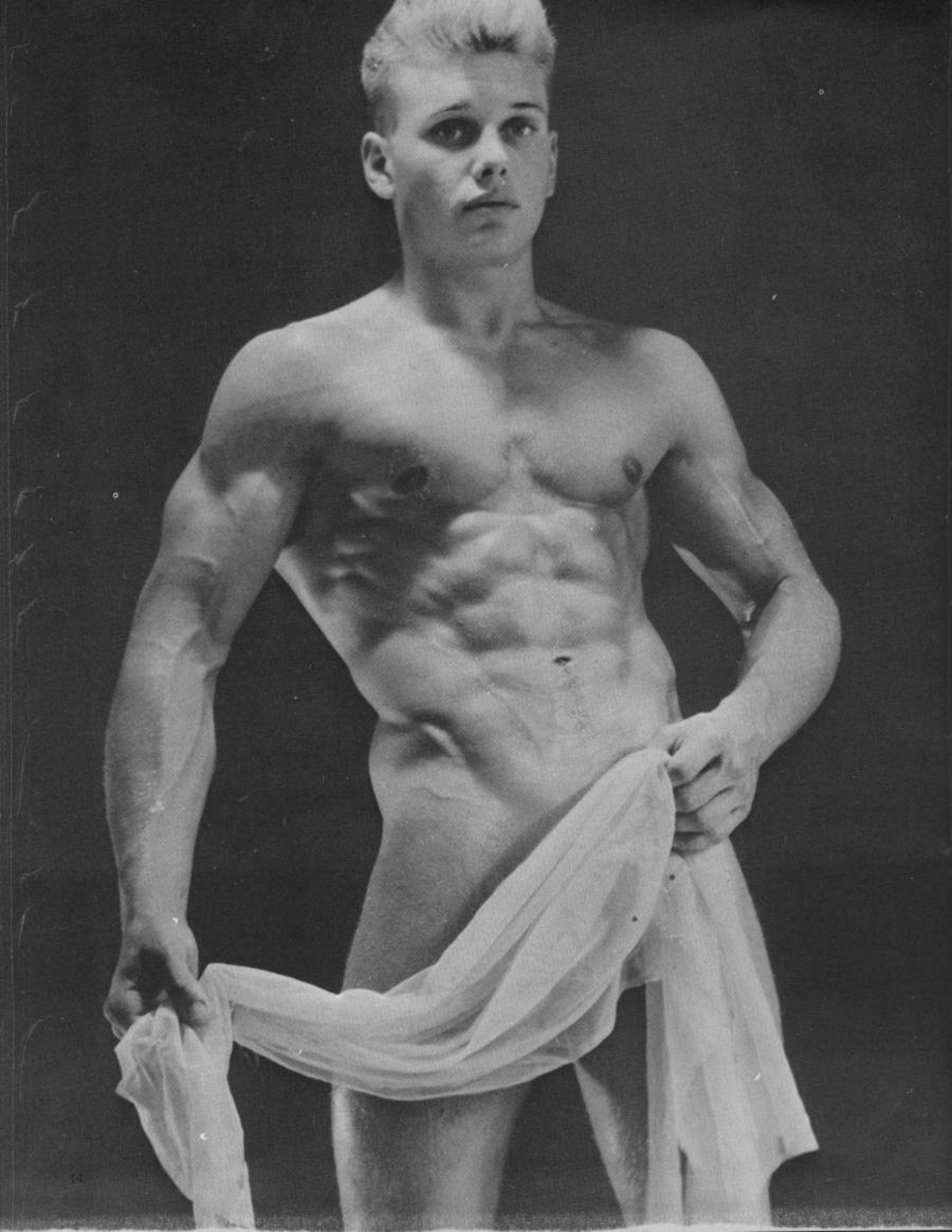
STUDIO BY HALF LIGHT



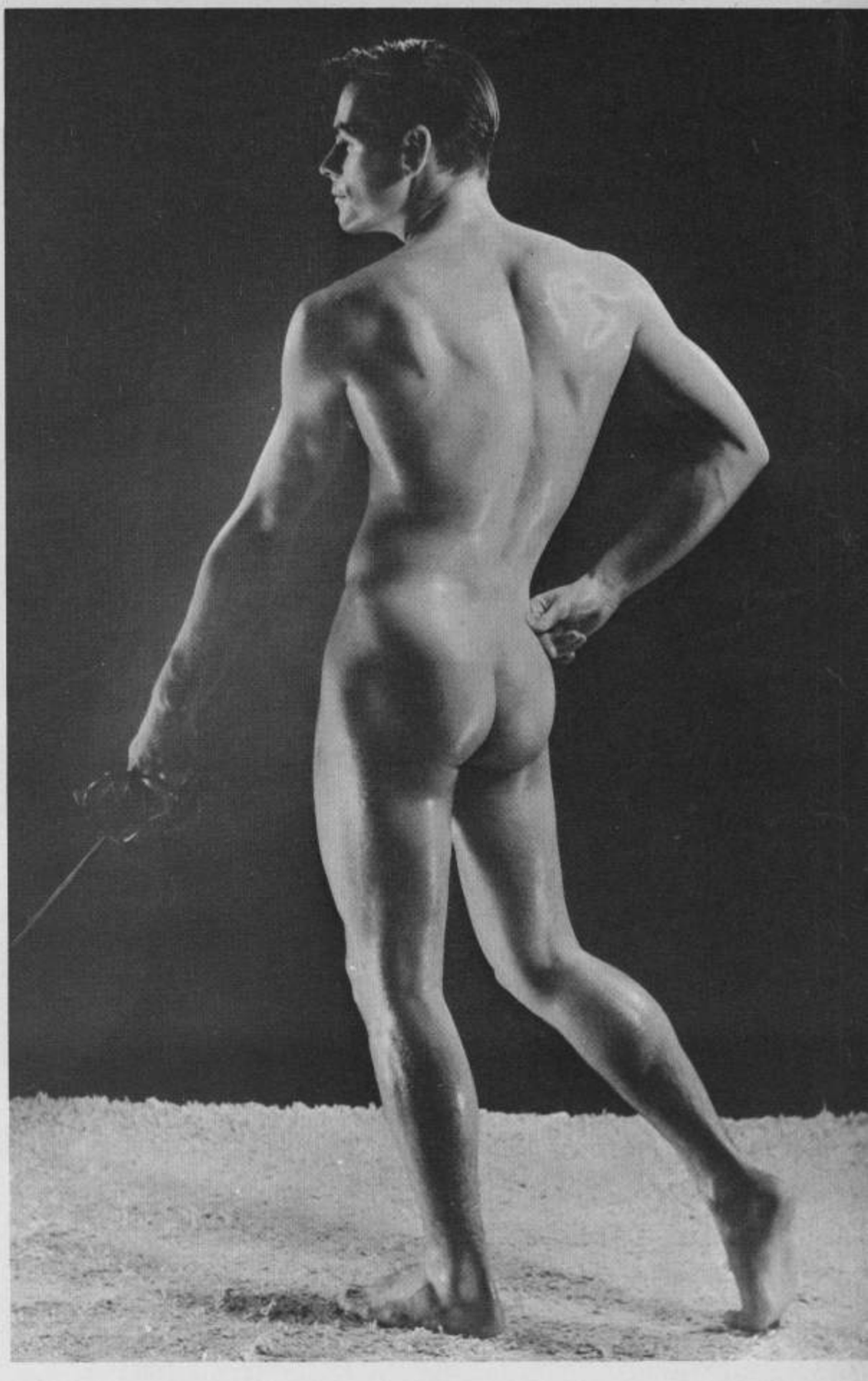
One spotlight against this model's side brings out more of his rugged muscularity than the full treatment ever could. He is Joe Cabot of Eagle Studio, Box 194, Chicago, Illinois 60690.

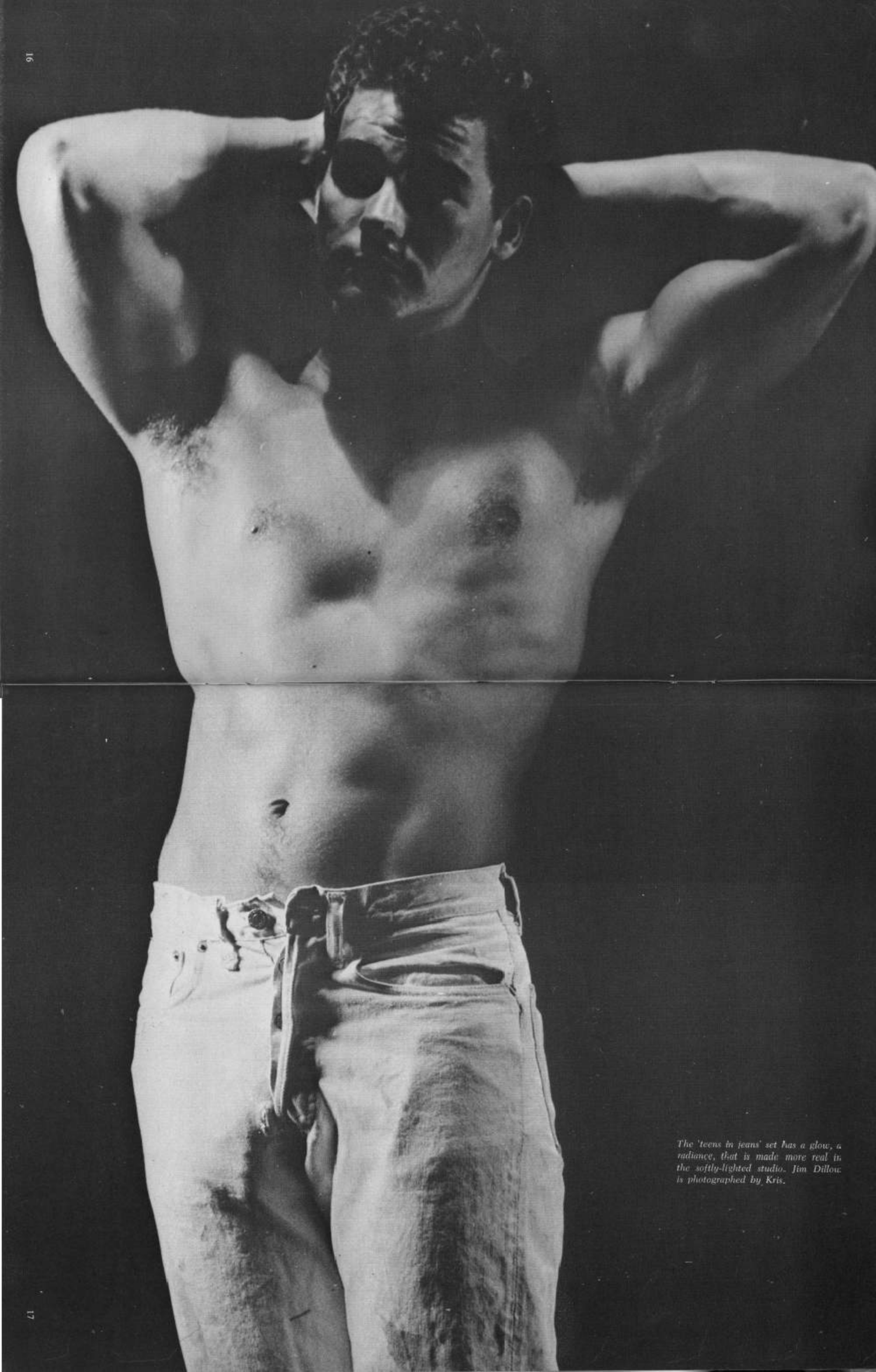
Contrary to what most physiqultists think, it is not necessary to go to an elaborate physique photography studio with a multiplicity of spotlights to have good photographs made. Sometimes a minimum of light is better, for it tends to bring out the model's classic symmetry better than more searchingly-clinical lighting. The harsh detailing of 'X-ray' photography is out . . . mood lighting is in, and in these pictures of models from various studios, done with minimal lighting, will prove our point.

Kurt Mannheim, also of Eagle Studio, is doubly impressive in the half light of the studio. His build appears rangier and more rugged than it would with conventional lighting.

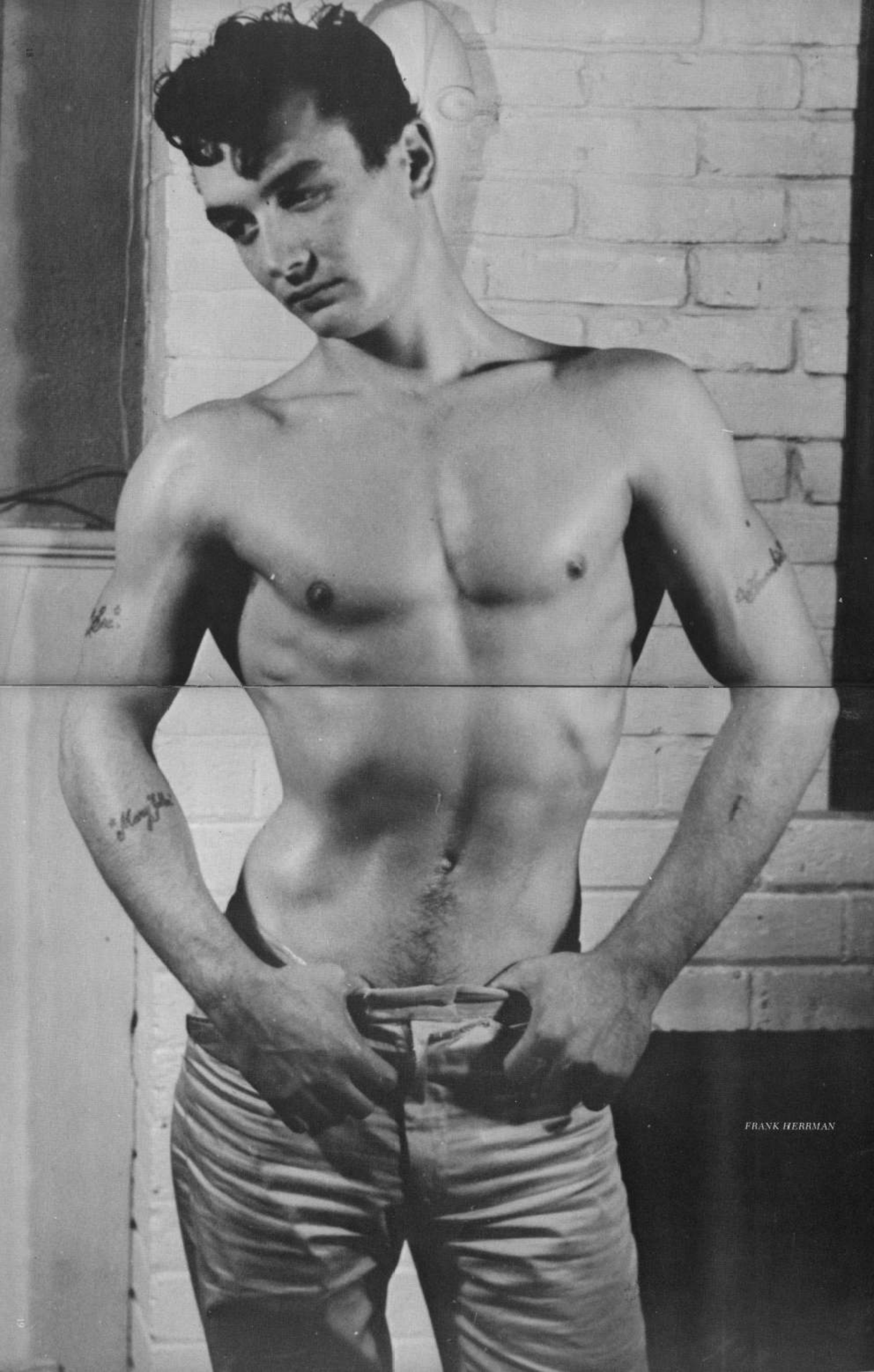


Joe Weber, Box 345, Asheville, North Carolina, has long been a devotee of soft lighting. Here is his powerfully-built Breck Gordon, and on the page opposite is Kurt Lewis, another Weber model.

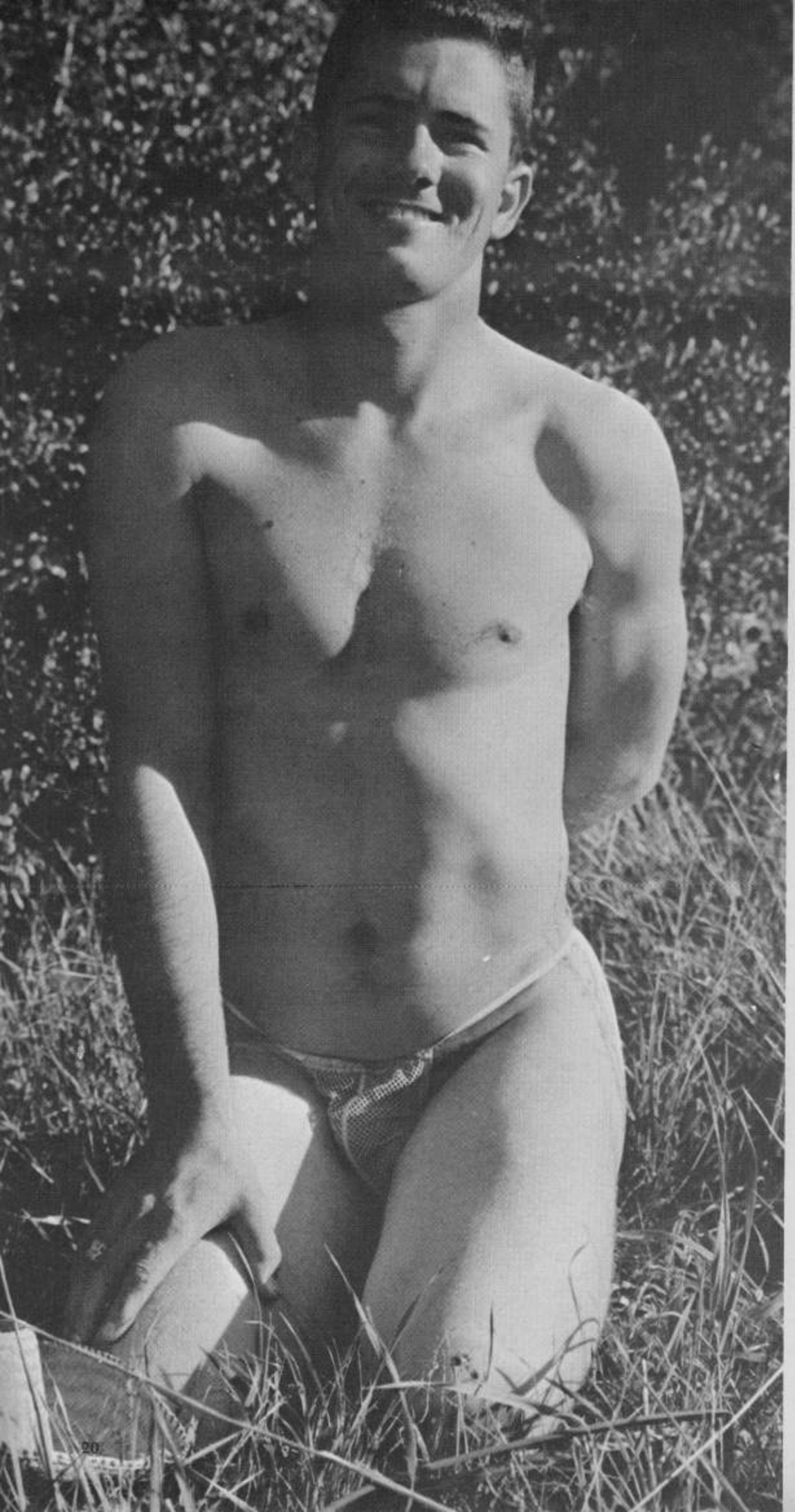




The 'teens in jeans' set has a glow, a radiance, that is made more real in the softly-lighted studio. Jim Dillow is photographed by Kris.

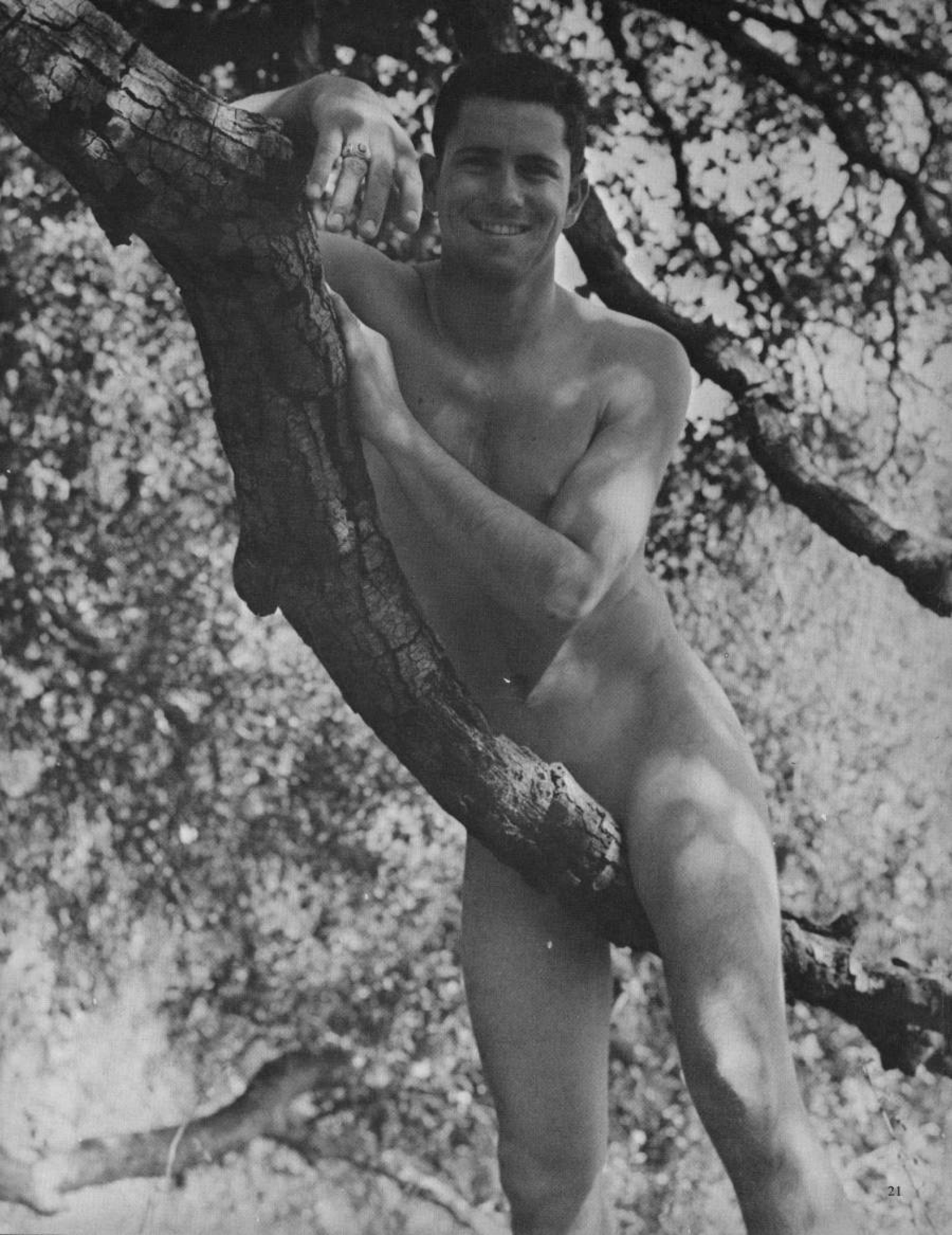


FRANK HERRMAN

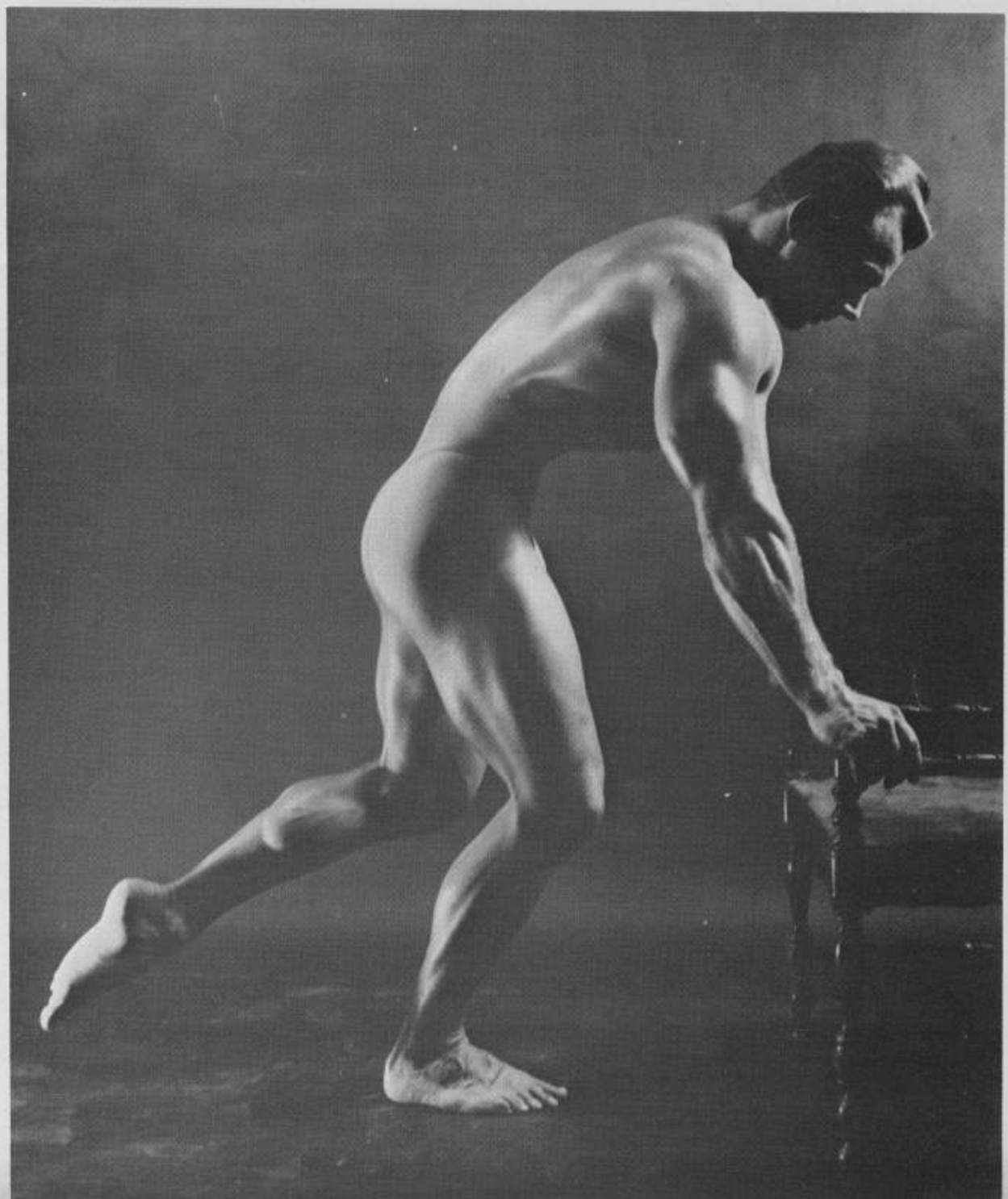


Meet Clay Moore

Mel Robert counts as one of his business necessities a magic carpet. If you think that sounds kooky listen to what he says about Clay Moore. "This sunny, 20 year-old hails from Texas where he worked as a ranch-hand most of his life. He hitch-hiked to Southern California to seek his fortune, only to wind up working at the New York World's fair." Gosh . . . he sure got there quick, didn't he? And Mel continues, "Standing 6′ 2″, and weighing in at 170 (he doesn't say weighing in to what), I photographed him during his brief stay in Southern California. His warm, friendly smile and engaging personality won him many friends.



Bodybuilding fans were quite disappointed when popular John Tristram didn't show up to compete in this past year's *Mr. America-Mr. Universe* contest. He almost won the title last year (he did win first place in his height class), and we were sure he'd take it this time. He was sorely missed because no one lights up the stage like John and his friend Larry Scott. Larry, of course, was with us to take that grandest of all titles . . . *Mr. Olympia*. But one thing is sure . . . his most ardent rooter is John Tristram who was probably sitting incognito in the vast audience, pleased as punch with Larry's victory. For the Tristram fans who think that with John you can never have too much of a good thing . . . here is their champion—and ours! These splendid physique studies are by Kris Studio.

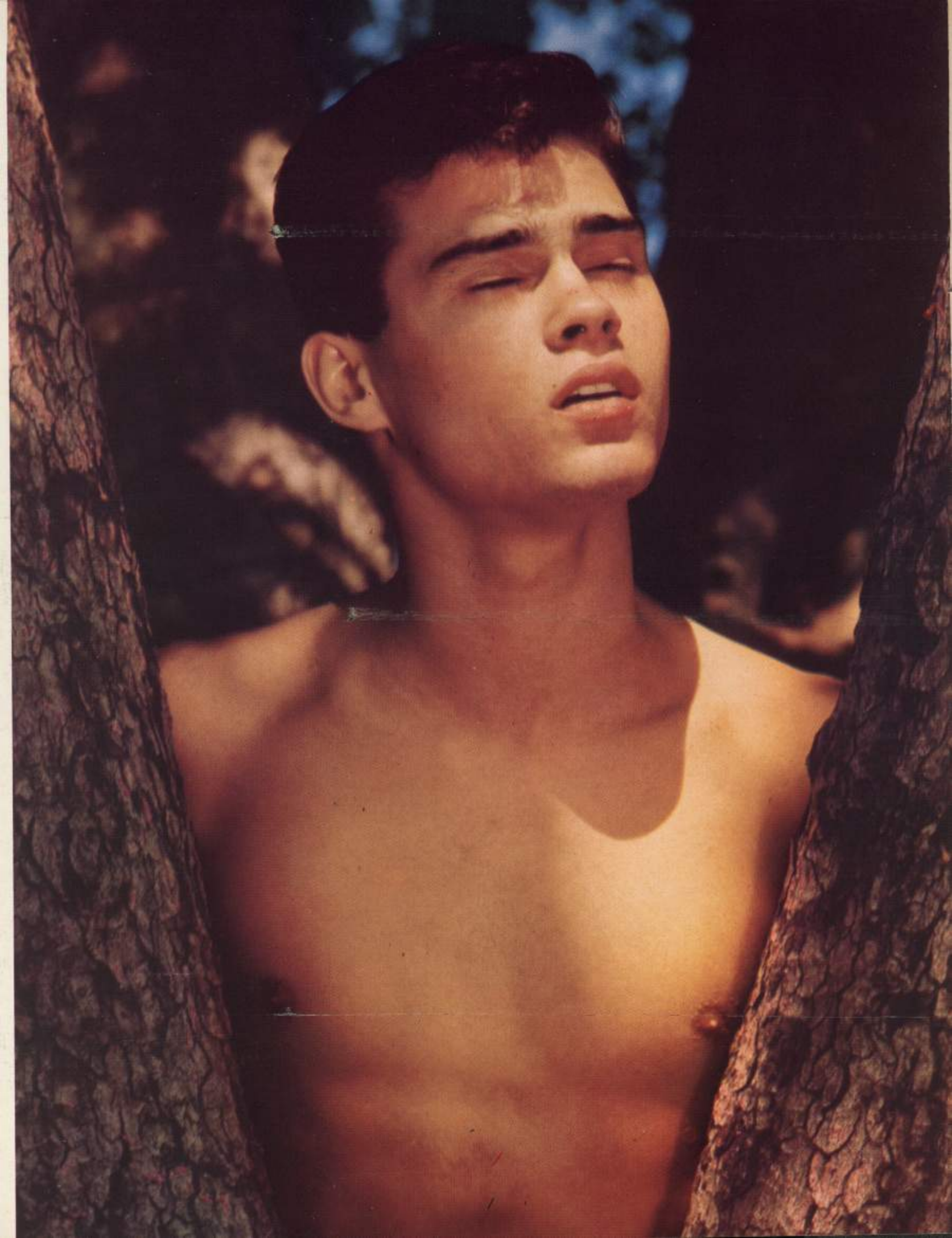


TRIS

Raison D'etre

One of the privileges and one of the joys of publishing a physique pictorial such as this is not only that of showing you what fine color work our contributing photographers produce . . . but in bringing a new nuance of personality, of vividness in the model to the fore which makes it seem as though we were getting acquainted with him all over again. It will be an eternal regret that the cost of printing these magazines entirely in four-color photography prevents us from showing more models as only color can reveal them, but for our color reprise this month we give you on the following page Wallace Grant, by Northeastern Studio . . . Hector Ramon by Les Demi-Dieux in the big double-page spread, followed by one of the most beautiful of Les Demi-Dieux creations, Expectant Youth.

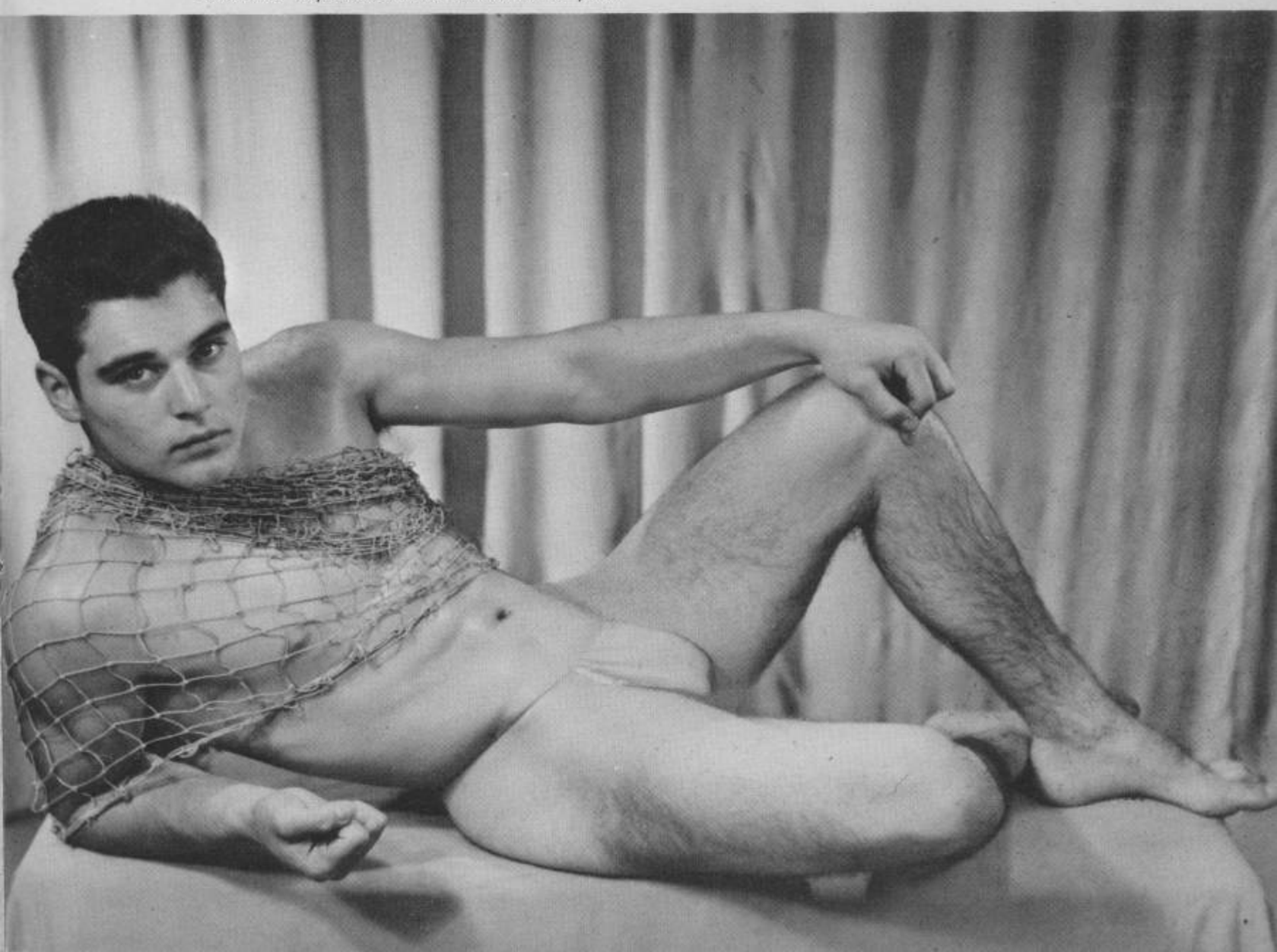
WALLACE GRANT (Creighton West)



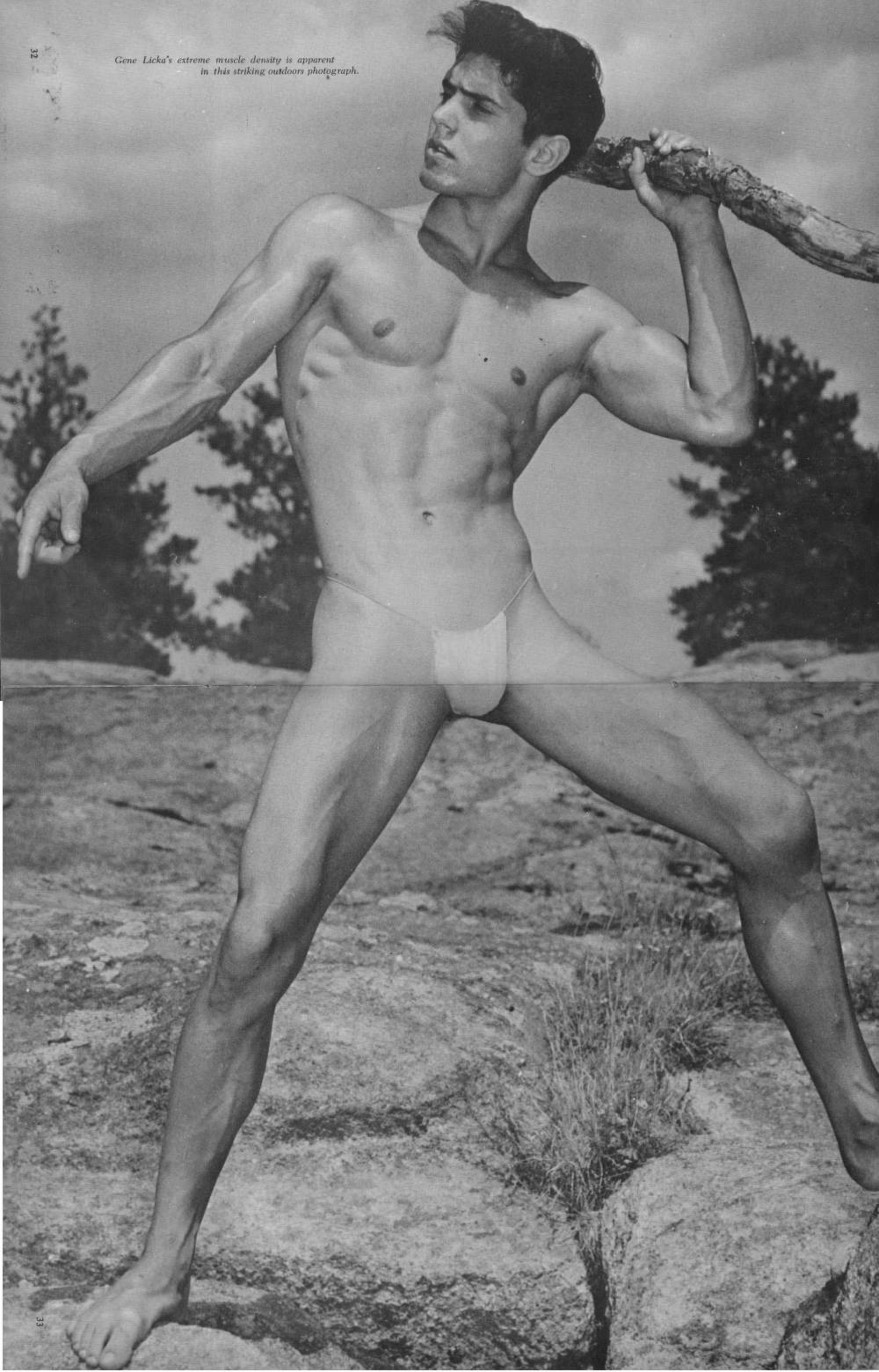
We Like-A Licka

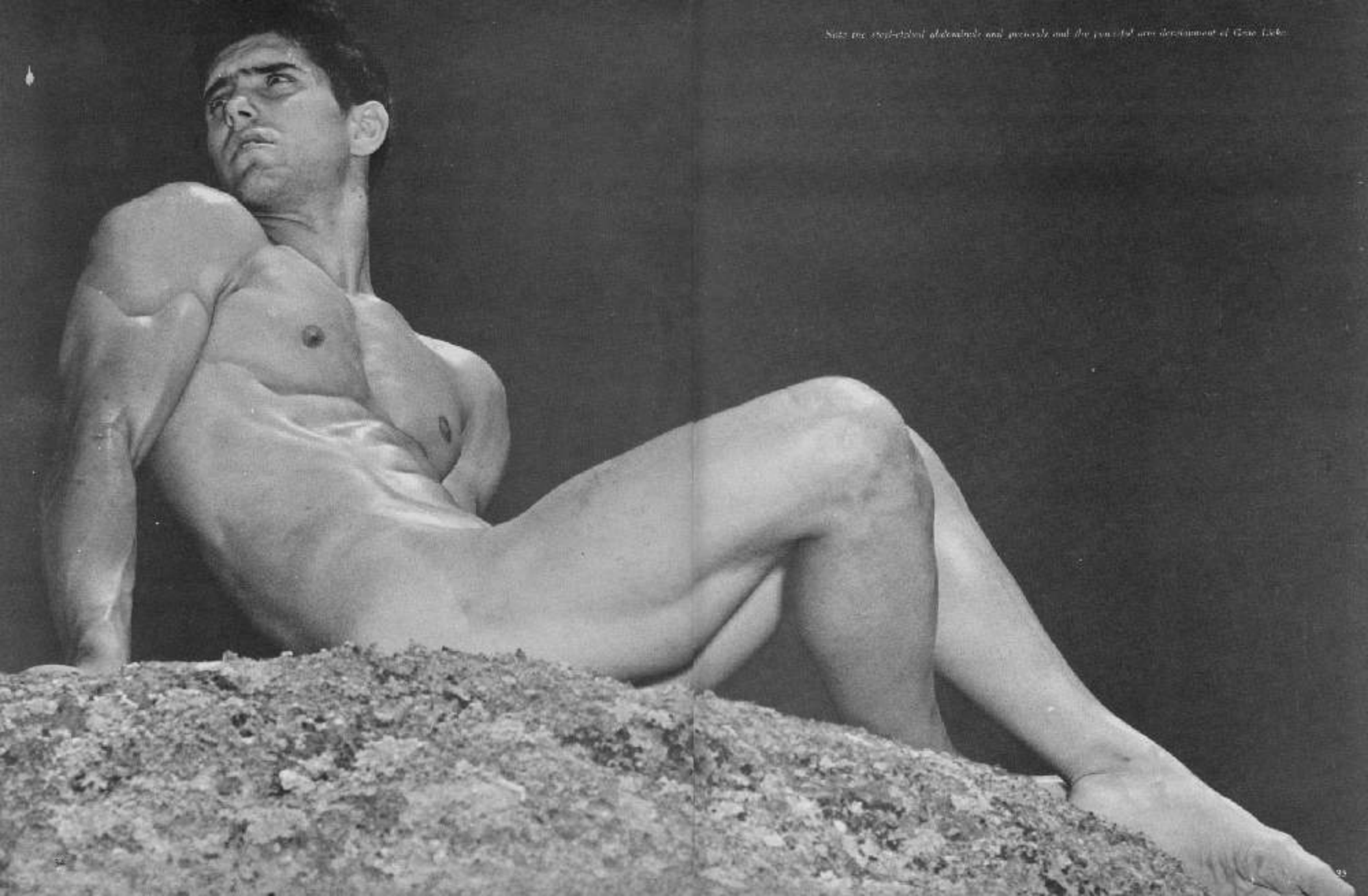
Do you like-a Licka? Do you *ever* like-a Licka!! That's what your letters tell us, for since we presented him a year ago we've been inundated with requests for a reprise of this teen-age bodybuilder who bestrides the rocks of Pike's Peak like a young Colossus. Gene Licka is the most dynamic model to have come from Western Photography Guild in quite some time. Every movement of his muscular body seems charged with jet-powered energy. Here are some splendid new photographs of this popular star.

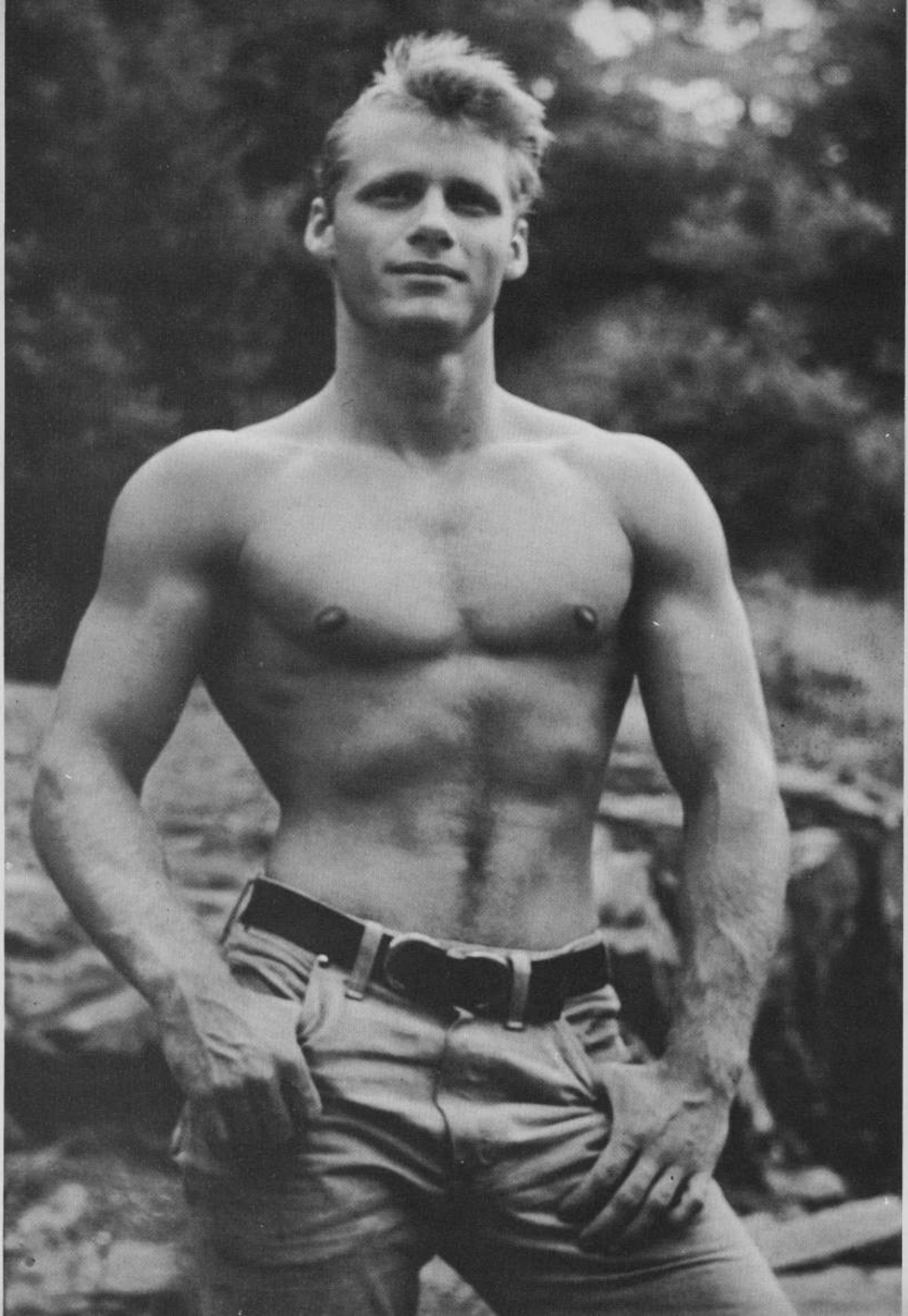
Gene looks impressive in this relaxed studio pose.



Gene Licka's extreme muscle density is apparent in this striking outdoors photograph.



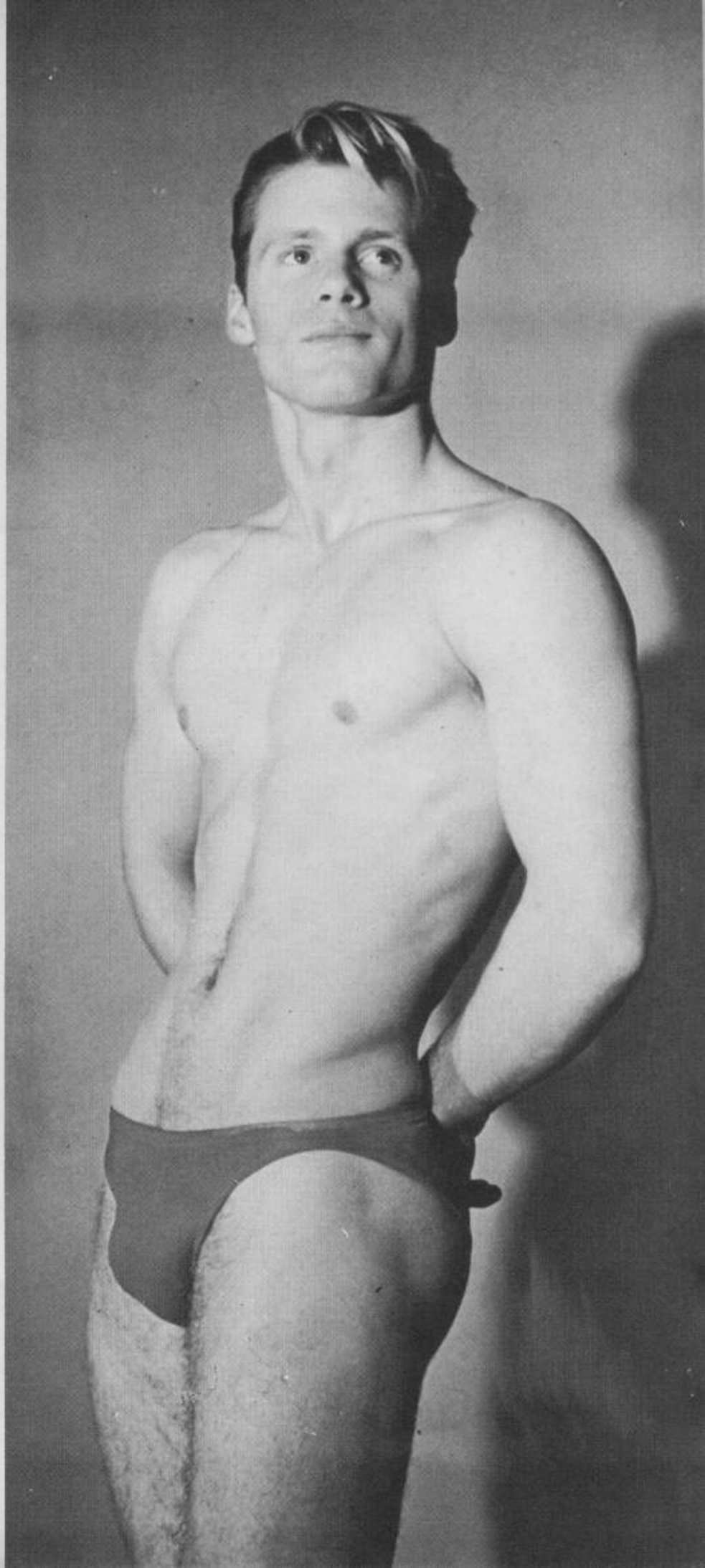


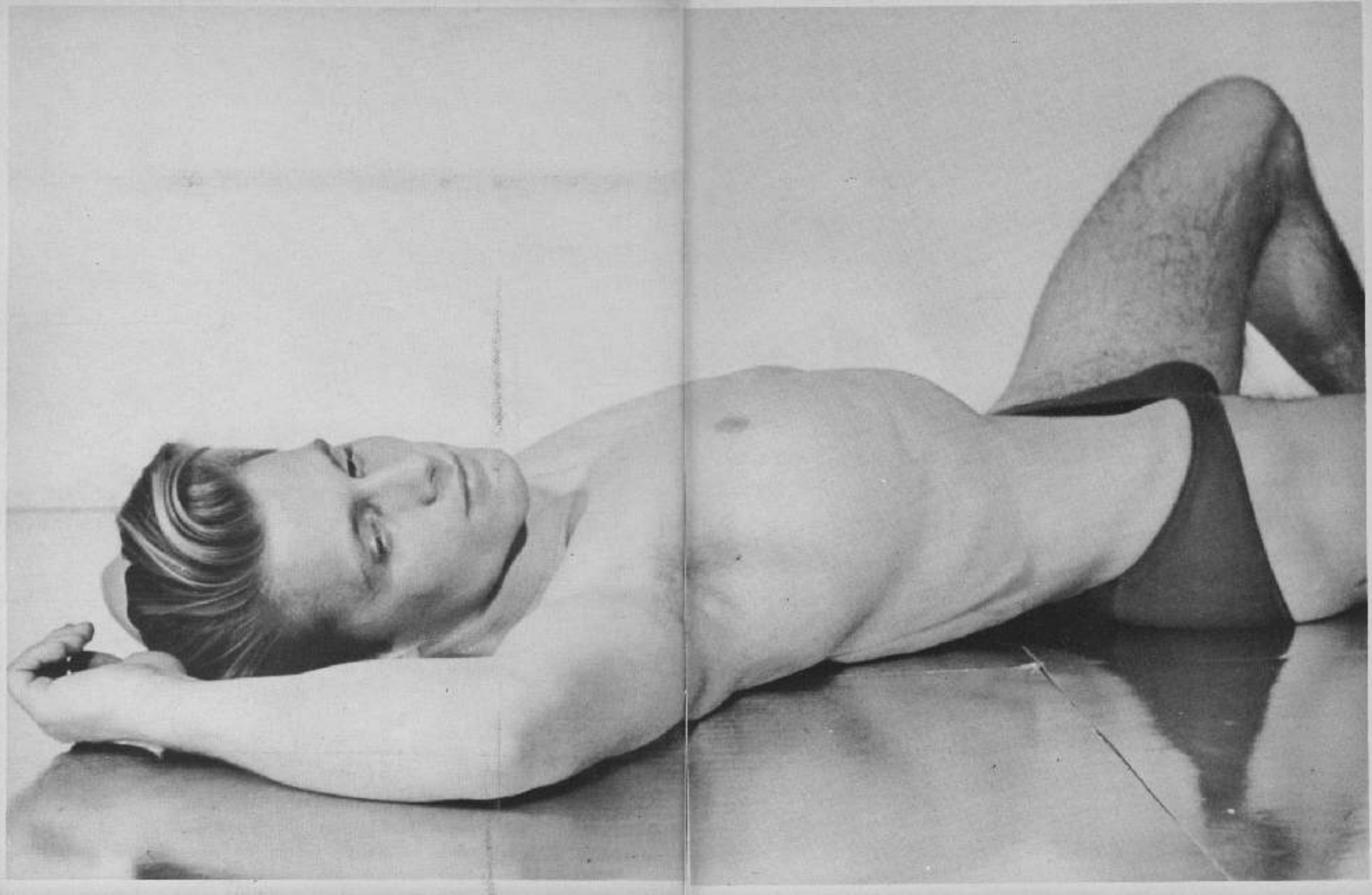


the new Jim Stryker

★ It seems almost incredible that three years have passed since we first featured handsome, blond young Jim Stryker. He was just sixteen then and our first photographs were by Capital Studio. You remember him as Sonny van Dorp (his real name is Marcel van Dorp) and he caused a sensation from the very first.

Many times since then we have had visits from him, and when Master Physique began working with him his name was changed to Jim Stryker—why, we never knew. He has been our cover man on many issues and his fans have grown legion with each reappearance. Today at nineteen, Jim has gone in for bodybuilding in a big way and these photographs show just what he has accomplished with it. The boyish shoulders have widened and are capped with impressive deltoids . . . his arms have grown more powerful and impressive. His always-athletic legs have a new force and muscularity, but that wonderful face with its shy and sensitive expression has never changed. Nor, for that matter has Jim . . . he's still the same fine boy whom we have always liked and enjoyed presenting to you. With the maturity of his nineteen years sitting lightly upon him he seems to grow handsomer as the years pass.



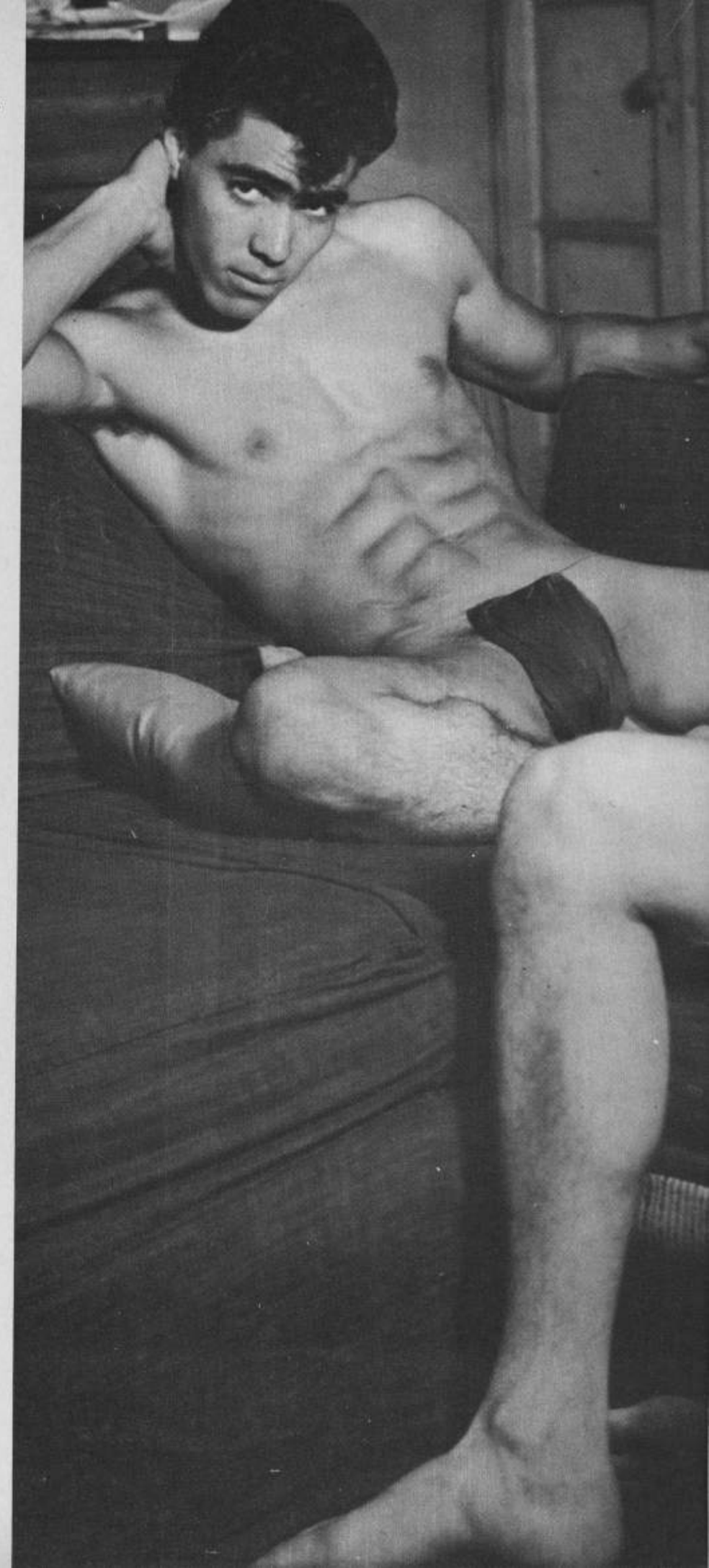


Bored with waiting their turns on the posing platform, Johnny and Glen idly watch others making with the muscles.

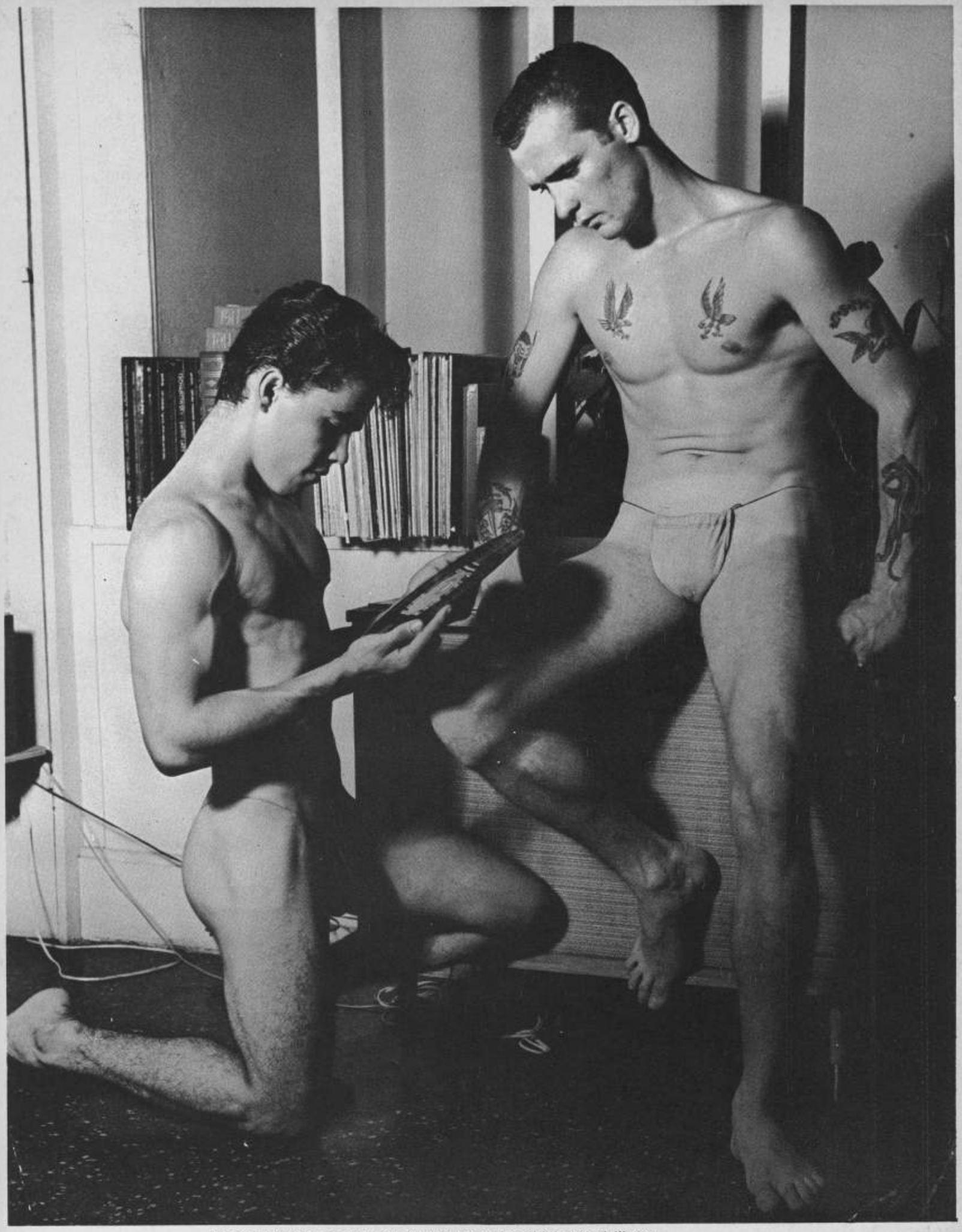
take Ten

★ A posing session—especially one in which several models are waiting their turns to be shot—can be a restless and trying thing. Usually the studio is too small to boast both enough space to freely pose one model while the waiting models "take ten" to warm up with pushups and dips.

Recently Kris was posing some new models whom you will see in this issue, and on the same night he had also scheduled an appointment for Johnny Menendez and Glen Reich. Bored with warming-up exercises they began to explore the Kris Studio apartment and became so interested in what they were doing that Kris found it more fun to snap them as they toyed with TV . . . played new records . . . helped restore apple-pie order to Kris' bedroom . . . and just generally relaxed. Here you'll see what we mean.



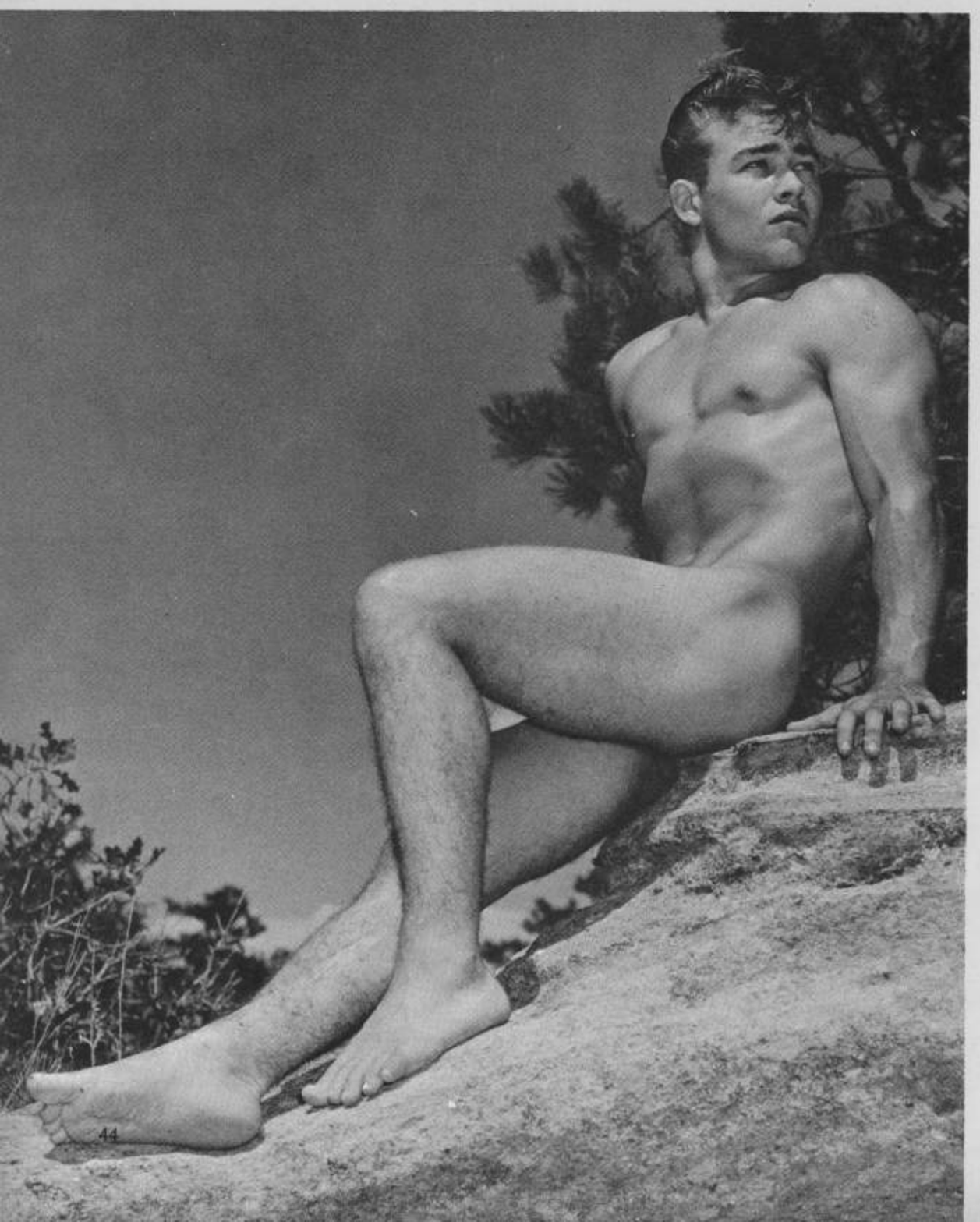
To kill time they try to get something interesting on TV.

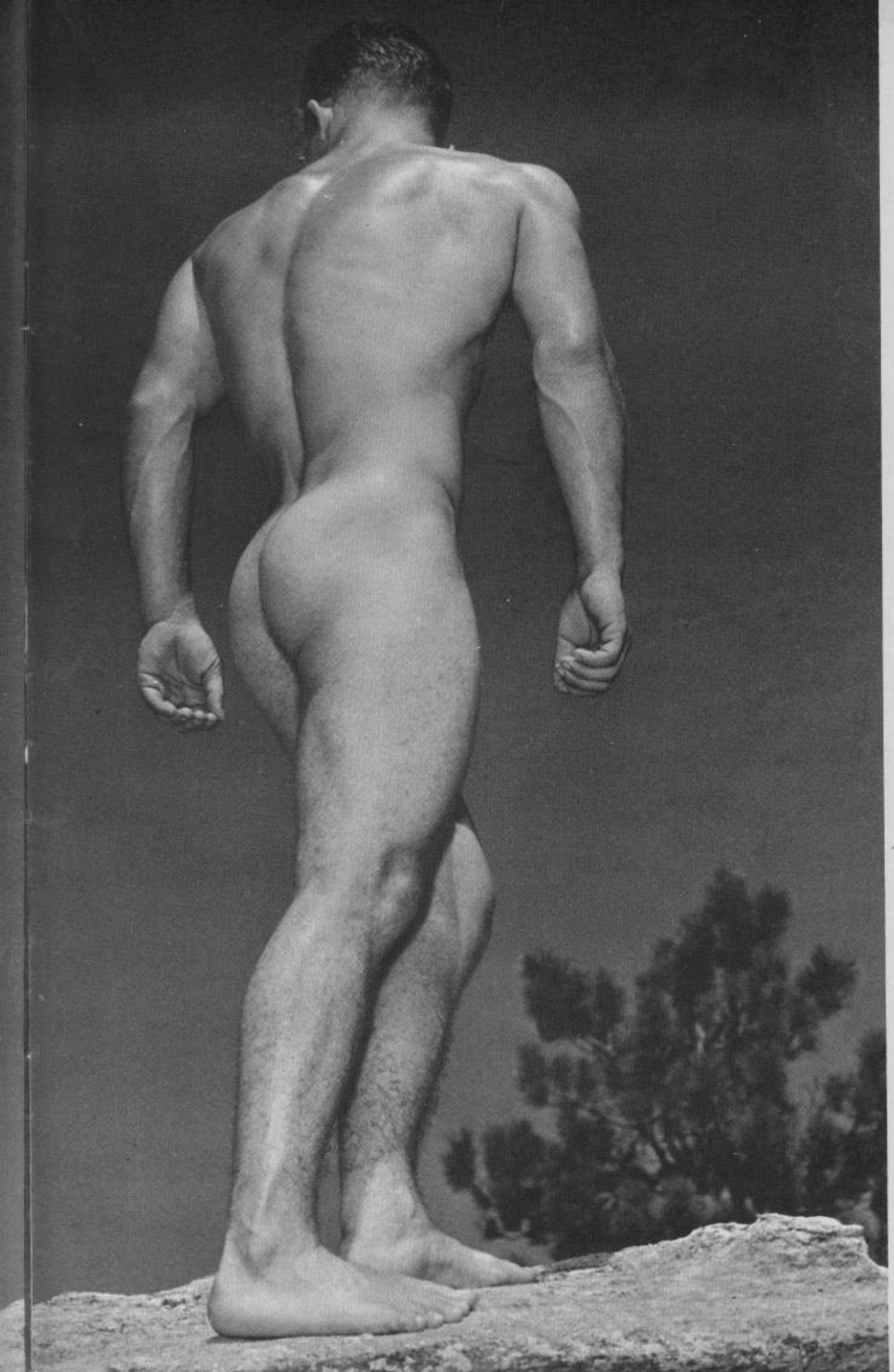


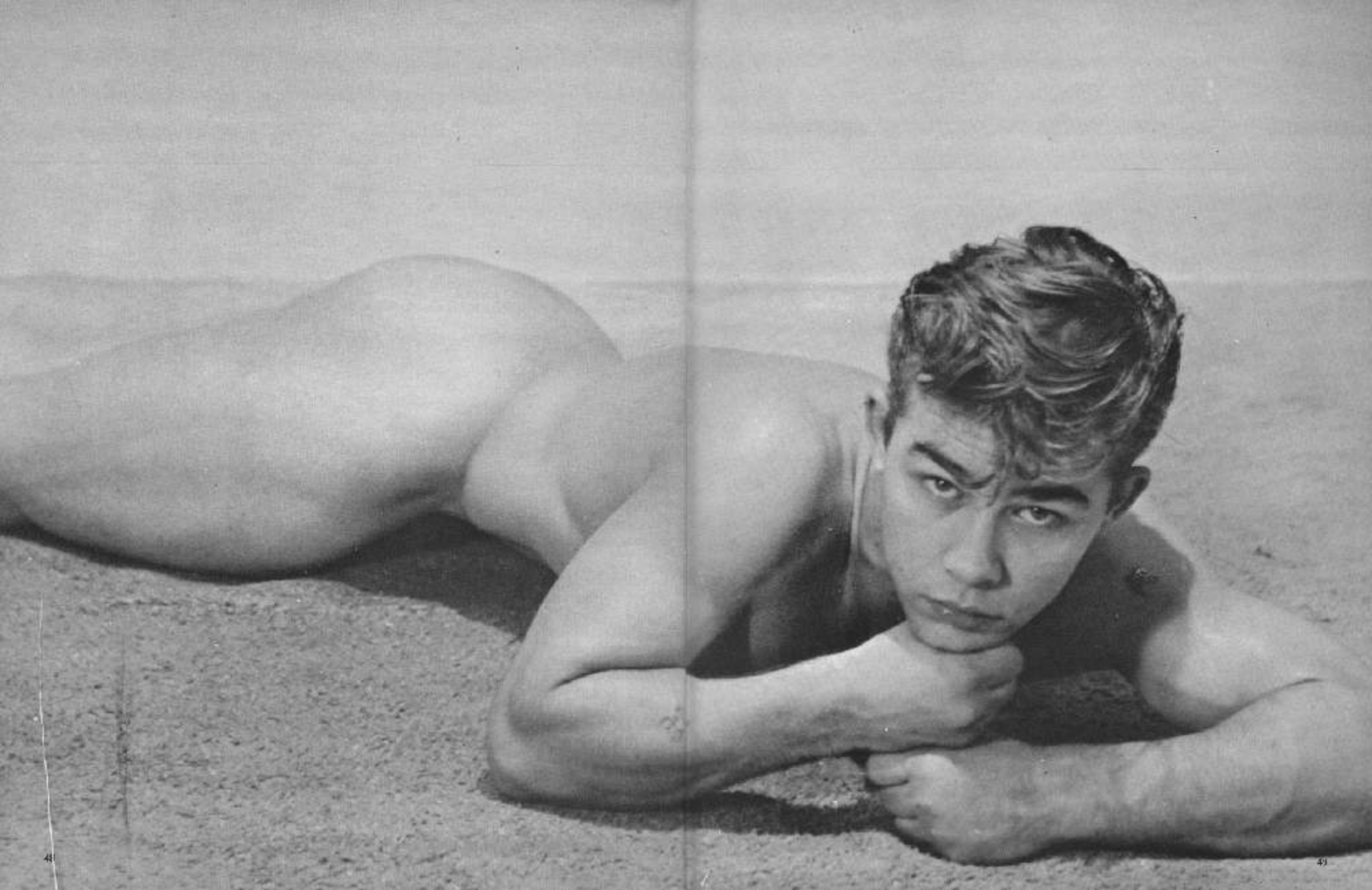
That night being a dud for TV they examine Kris' record library.

DEE!

This teen-age athlete is a posing 'natural'. On mountain high he looks as rugged as a Kit Carson colleague . . . in the studio, presto-changeo, he is a consummate master of the *esthetique* of the relaxed pose. Not yet eighteen, Larry Dee made his debut in a recent issue of *The Young Physique*. You liked him very much and here—at your request—are more fine studies of his excellent physique by Western Photography Guild, P.O. Box 2801, Denver 1, Colorado.

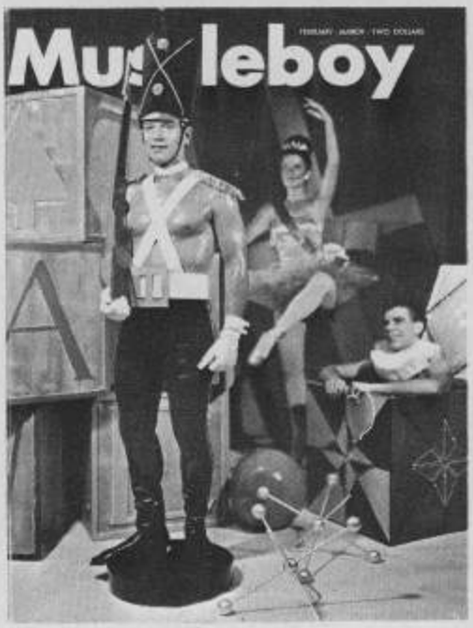






THE YOUNG PHYSIQUE

No need to tell you about this international favorite . . . always in the forefront as the world's finest and most popular physique pictorial. 94 pages of incomparable physiques . . . 8 pages in thrilling color, plus the famous TYP gatefold pullout in the front of the magazine. A physique connoisseur's must!

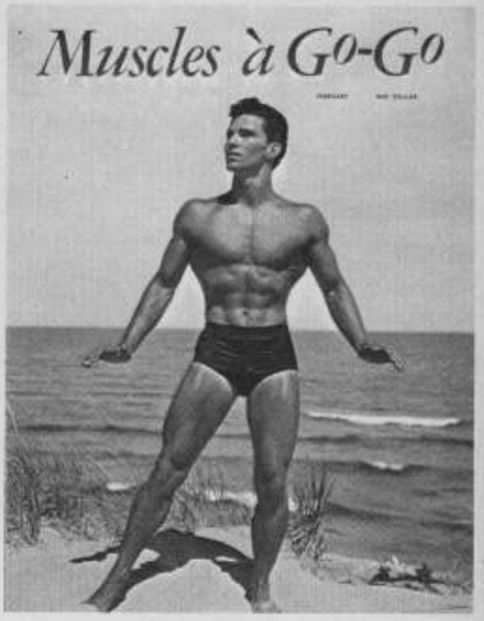


MUSCLEBOY

Like its companion magazine The Young Physique, Muscleboy *is for that physiqultist and physique connoisseur who wants the most complete coverage of every type of muscular development. Known the world over for its superior presentation . . . its good taste . . . its magnificent color and the tremendous variety of its models,* Muscleboy *is a welcome bi-monthly guest in every bodybuilding enthusiast's home. Also 94 pages, with 8 full, living color pages and distinctive color gatefold pullout.*

MUSCLES A GO-GO

Here is a distinctly new type of physique coverage . . . young men on the go-go! *A thrilling collection of young men with superb physiques who live exciting lives and do exciting things . . . a magazine for young men on the move! Also in large size* Muscles a Go-Go *has front and back covers in radiant color, plus a handsome four-page full-color spread in the center of the magazine. Also contains 56 pages of the world's handsomest and best built-men.*



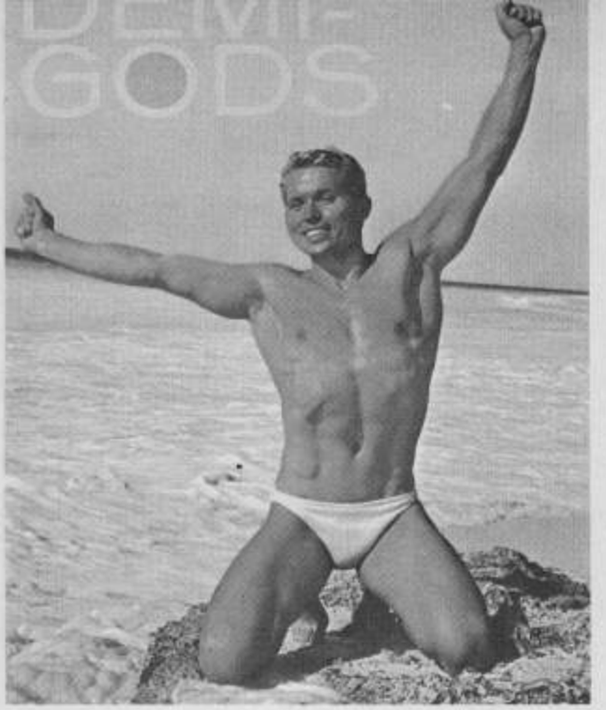
Don't Miss A Single Sparkling Issue Of These Fabulous Physique Pictorials

The World's Most Exciting, Mo

Exciting news for physique enthusiasts! Now — for the first time — our internationally-famous *The Young Physique* and *Muscleboy* magazines are joined by four other new physique pictorials: *Muscle Teens . . . Beach Adonis . . . Demi-Gods . . .* and *Muscles a Go-Go!* As a reader of *The Young Physique* and *Muscleboy* you have followed our success in depicting the fuller beauty, greater grandeur, and true magnificence of the male physique. It is with the intention of revealing even greater glories of the body beautiful . . . aiming for greater and more complete coverage of every aspect of physiqultist life that we announce the publication of these four exciting, radiantly colorful new magazines. These magazines are a must for all those who share a common interest in the perfectly-developed male physique through physique photography.

New in treatment . . . vast in scope . . . with an appeal to everyone's physique ideal, *Muscle Teens, Beach Adonis, Demi-Gods* and *Muscles a Go-Go* are the four magazines you will want to keep and refer to over and over again. In combination with *The Young Physique* and *Muscleboy* the male body beautiful is revealed in all its power, its beauty and magnificence as never before! Like our popular *The Young Physique* and *Muscleboy,* these four new magazines are published bi-monthly, alternating in such a manner that each month brings you two sparkling reviews! *Muscle Teens* and *Beach Adonis* are smaller magazines (8 x 5 inches) easy to carry in your pocket and refer to and enjoy while at work . . . at play . . . on trips. Both these magazines come out together in one month while *Demi-Gods* and *Muscles a Go-Go* (larger magazines —the same size as *The Young Physique*) come out the following month.

All four magazines have thrilling full-color covers on front and back. In addition, *Demi-Gods* and *Muscles a Go-Go* have a stunning four-page full-color insert in the center of each magazine . . . including some of the priceless color reprints from *The Young Physique* and *Muscleboy* that you have most requested! *Muscle Teens* and *Beach Adonis* each contain 36 pages of fantastically handsome men . . . *Demi-Gods* and *Muscles a Go-Go* contain 56 pages. In each magazine there is something exciting and compelling for every lover of the male body beautiful. You won't want to miss a single issue, yet—because they are new, and because it will take some time before they are regularly on every newsstand over the country—we urge you to subscribe today so that you won't miss even one issue! Please use the handy subscription coupon that appears below.



BEACH ADONIS

Beach Adonis *gets a slightly older body-building group . . . young men in the age group from 20 to 25. Here you will find the finest flower of American youth . . . physiques well on their way to greatness. How you will love to follow their progress each month in this exciting new magazine!*

DEMI-GODS

Those who remember Demi-Gods *as it was formerly published will want to welcome back an old friend in a new dress! Here, in* Demi-Gods *we present physique stars of all ages . . . bodies beautiful from all over the world . . . and you'll love the handsome living-color section in each issue, plus the thrilling color covers (front and back) which you'll find irresistible.* Demi-Gods *is a larger magazine . . . the same size as our popular* The Young Physique. 56 pages of fabulous physiques!

Where The World's Handsomest And Best Built Men Are Only Fingertips Away!

st Colorful Physique Magazines!

MUSCLE TEENS

Just what the title implies . . . the very young physiques of youngsters in their teens . . . boys who have already made a splendid start on the road to physique perfection . . . each model between the ages of 16 to 19.

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( )	*The Young Physique* (6 bi-monthly issues in color)	$10.00
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( )	*Demi-Gods* (6 bi-monthly issues in color)	$ 5.00
( )	*Muscles A Go-Go* (6 bi-monthly issues in color)	$ 5.00
( )	*Muscle Teens* (6 bi-monthly issues)	$4.00
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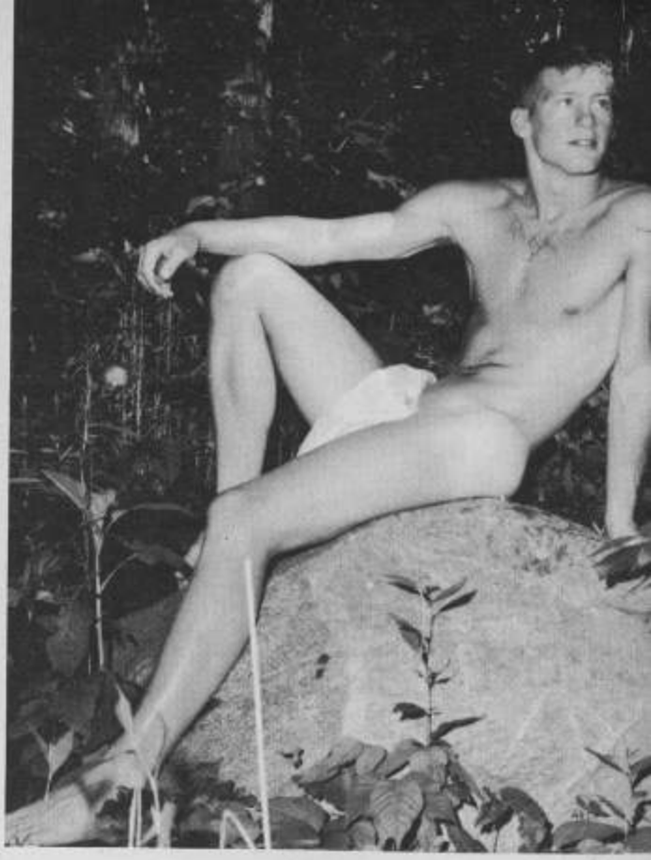
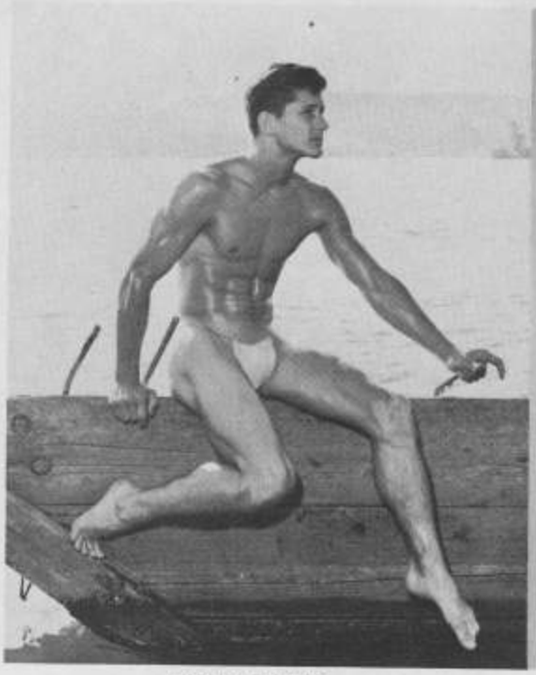
The Men From Saxon

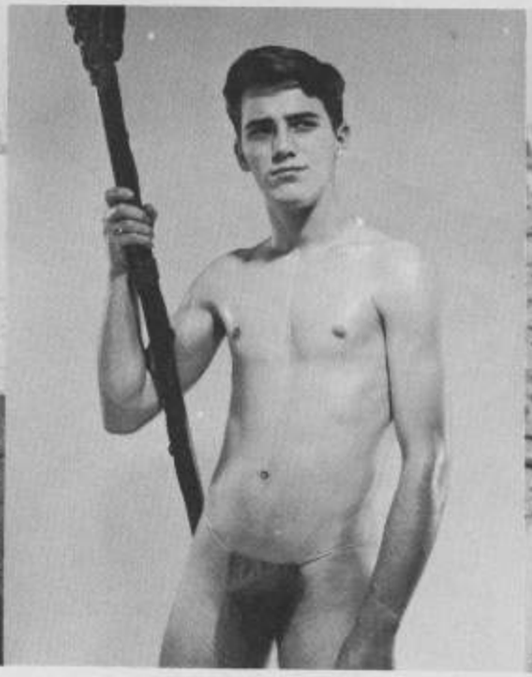
JIM LINDSAY
One set



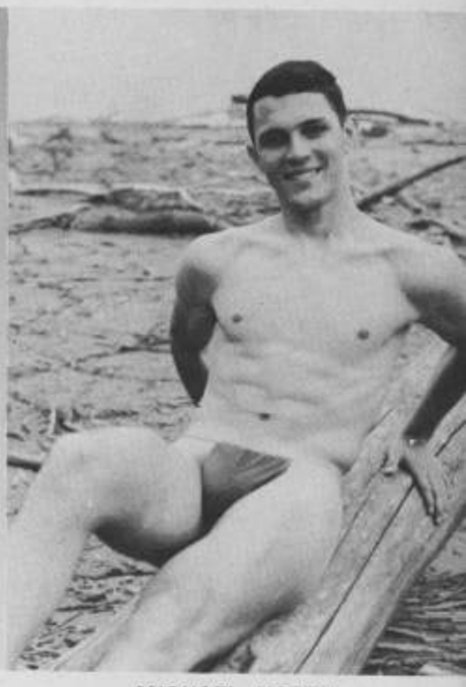
DOUG FELTON
One set



DONNIE KAY
Sets DK1, 2, 3, 4



BILL RICE
Set BR1



MICHAEL NORTH
Sets MN1, 2, 3

Each set comprises eight 5 x 7 prints: $5. Please add 10% to Canadian orders.

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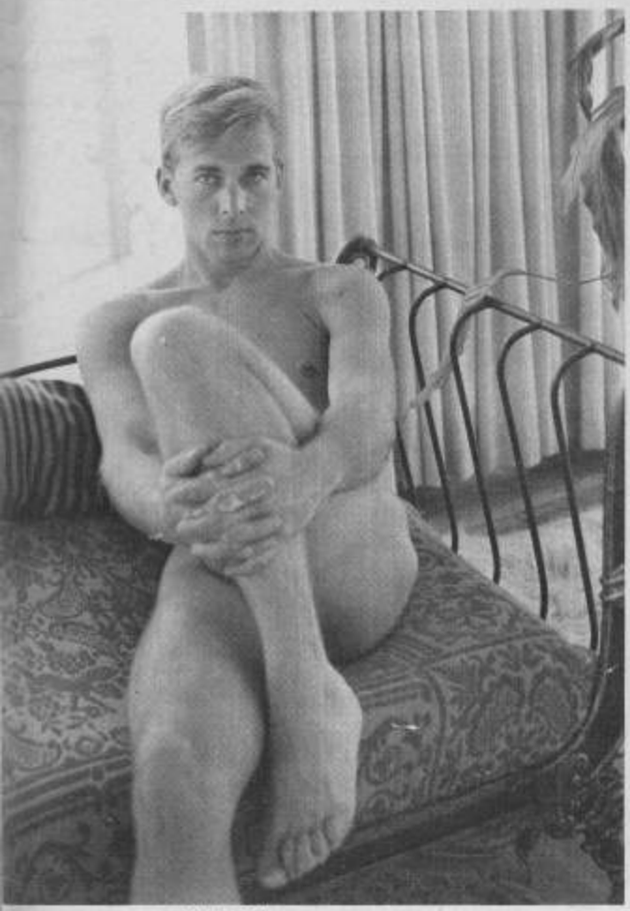
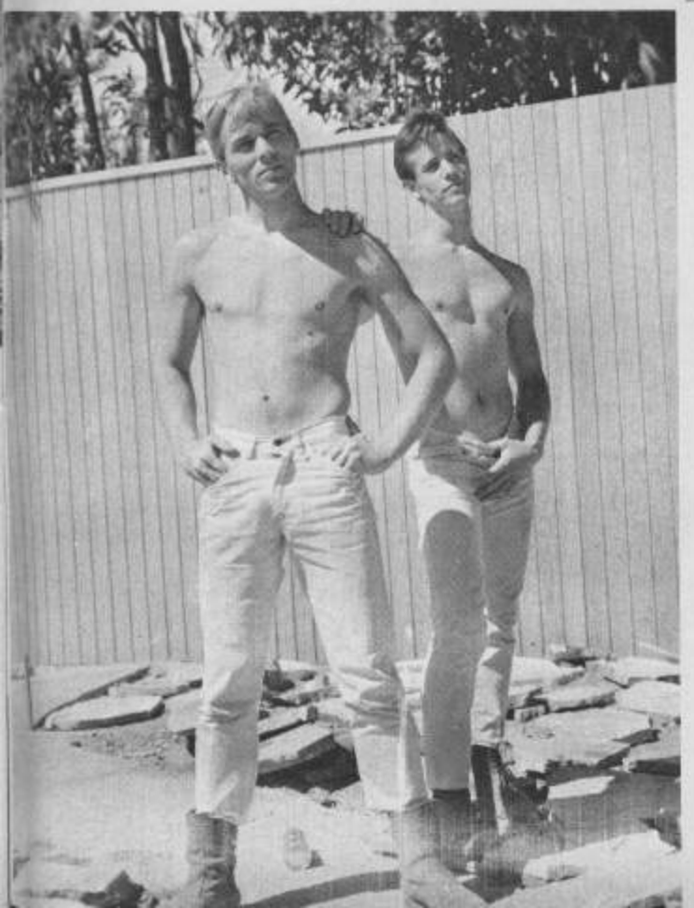
TROY SAXON **P. O. BOX 95** **KANSAS CITY 41, MISSOURI**

FROM LYRIC!



WOODY
Sample Sets $3.00
8 4 x 5 black and white prints
Deluxe Sample Set $7.00
8 4 x 5 black and white prints plus 2 5 x 7 color prints

SOAP AU GO GO
Ted, Woody, Junior
8 4 x 5 black & white prints for $3.00



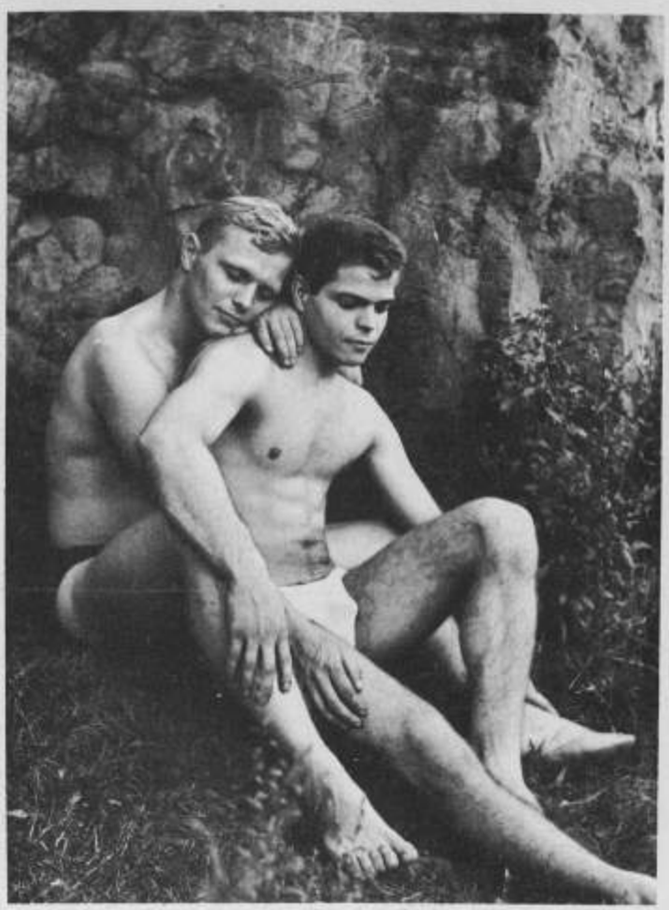
TED AND WOODY
"Construction" an epic set
12 4 x 5 black & white prints for $4.00

LYRIC STUDIO
P.O. Box 4972
San Francisco, California

ED RANDALL
5 black and white sets
3 color sets

LEE WHYTE
3 black and white sets
3 color sets

BRETT EVANS
2 black and white sets
2 color sets



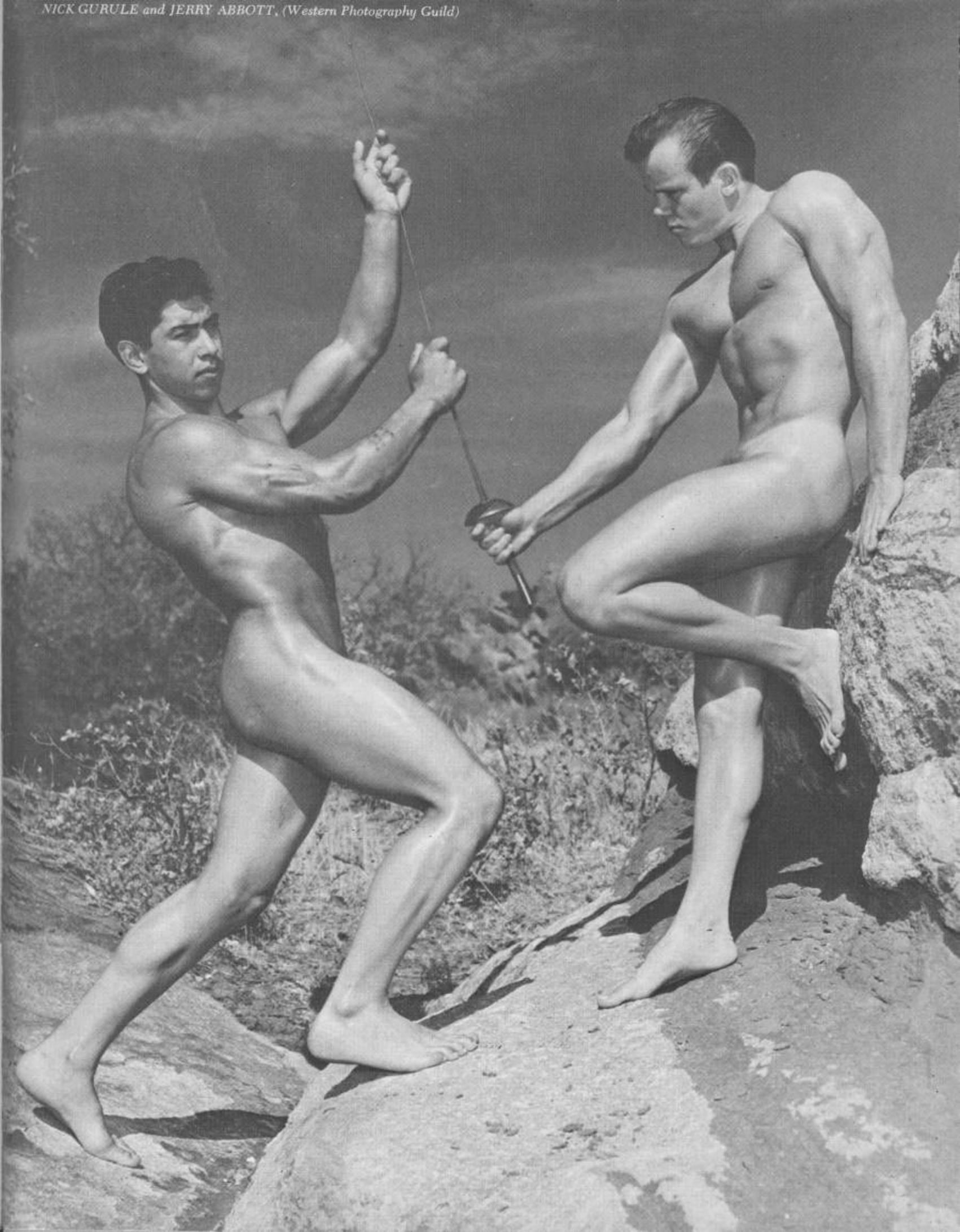
JACQUES ANTOINE
TRATE FARRELL
3 black and white sets

ARTWORK BY CONRAD
Sample slide and brochure – $1.00

NEW CUSTOMER SPECIAL
4 sample color slides plus illustrated brochure of models – all for only $2.00 PLUS a 10% discount on any sets ordered.

Black and White Sets (6 photos in 5x7) – $4.00
Color Slide Sets (6 Slides) – $4.00

NEIL EDWARDS P. O. BOX 153 NEW YORK 13, N. Y.



NICK GURULE and JERRY ABBOTT, (Western Photography Guild)